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ABSTRACT

A community survey was conducted by Allegany Community College (ACC) in July of 1976 with five objectives in mind: to provide the college Public Relations Office with basic information to assist it in reaching the community; to assist the college in evaluating effects of its promotional efforts in the community, and to try to determine opinion relating to ACC's service to the community; to determine reasons underlying community selection of ACC as a place to continue education; and to assist the college in program planning. The survey was conducted by telephone using work-study students who were trained in the use of the survey instrument. Trial calls were utilized to develop a level of proficiency with the instrument and to reduce the possibility of injecting bias through the interviewer. The population selected was a 4% sample of all residential telephone numbers from the county telephone directory. The percentage of the sample population reached was 3.4%. Thirty separate analyses of each survey question were performed utilizing the number and percent of respondents who answered each item. The data are extensively broken down in this report and narrative analyses for each item are included. The survey instrument, a flow chart of the survey project, and a breakdown of survey results by sex and location are appended. (JDS)

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A. C. C.

COMMUNITY SURVEY

BY

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ALLEGANY COMMUNITY COLLEGE

AUGUST, 1976

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JC 760 463

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Many individuals assisted the Office of Institutional Research and the Public Relations Office in this community study. Mrs. Jane Bucy, secretary to the Director of Public Relations, was involved in the project throughout serving as one of the extractors of the sample from the Allegany County telephone directory and a supervisor for the student callers. Mr. Richard K. Dayton, Manager of the C&P Telephone Company in Cumberland, provided needed data concerning the Allegany County telephone directory. Miss Debra Hott provided all of the clerical support for the project and aided in some of the initial stages of analysis, Sister Ann Luciano of the University of Massachusetts provided valuable information concerning the telephone interview process and assisted in the preparation of the telephone package that was constructed for the callers.

Thanks are also extended to the personnel of the College who allowed us to use their facilities for the telephoning phase of this project. Also Jim Williams, John Moore, and the key-punch personnel of the computer center are to be warmly thanked for their essential contribution to this survey.

Finally our "family" of student telephone callers without which the important data for this survey would never have been gathered are to receive our acknowledgement for their valuable service to this project and the College as a whole.

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* Question C did not receive enough response since it dissected a response from another question, and hence, is not presented here. Question R was thrown out because a wording flaw was found at the time of analysis. Question T concerned the establishment of a mailing list for future Public Relations Surveys, and hence, was not included in this report.

INTRODUCTION

The comprehensive community college as we know it today has undergone three major series of transitions under which it obtained its many functions and services. The first major period may be termed evolution and lasted from 1850 to 1920. This first and longest period saw the idea and the acceptable practice of the junior college (as it was most commonly called then), a separate institution offering the first two years of baccalaureate curricula Next, the concepts of terminal and semi-professional education in the junior college gained widespread currency with the foundation of the American Association of Junior Colleges which expanded its initial definition of 192[illegible] in the year 1925 to include the concept of occupational education. This second period, 1920-1950, in which vocational education in the college received its greatest support and acknowledgement since the two-year college movement had started reflected the societal need for such fields. This period might appropriately be called expansion. Finally, the third period which dates approximately from 1945 to the present might be called the community college period. In this period, the final development of adult education and community services began to become a strong part of the community college.

Hence, the comprehensive community college of today owes many of its most important features, namely the concepts of transfer education, vocational/career programs, and adult/continuing education, to three periods of the history of the two-year institution. It is these three main features that constitute the comprehensive community college of today, although many other factors, such as the important role of student services, are also a vital part and interlinking

element in all three of the above community college services.

Allegany Community College in August of 1976 will have celebrated its fifteenth anniversary. In the very meaning of the term, Allegany Community College is indeed a comprehensive community college. Similar to the growth and history pattern of the community college itself, A.C.C.'s first few years showed the primary domination of transfer oriented programs. Next the College saw the introduction and wide acceptance of career/vocational programs added to its many programs of study. These programs enjoy a great deal of student interest today and indeed are a source of identification with the fine name that Allegany Community College enjoys in its community and through its state and national boundaries. Finally, in the academic year 1970-1, Allegany Community College started its adult education program which has experienced phenomenal growth over the five years of its existence. Tied in with the important function of community services, this adult education program has reached a wide range of people in the college's community and shows no signs of decline in the tremendous interest and enrollment it has received by members of the community.

As a true community college, Allegany Community College must be responsive to the needs and desires of the community it serves. Although this important feedback is obtained through many informal channels and from a multitude of sources, the College thought that at this time of both accomplishment and reflection that an objective analysis concerning the College's community should be performed. In order to obtain important community feedback on a wide range of topics of interest to Allegany Community College, the cooperative efforts of the Office of Institutional Research and the Public Relations Office of the College were used to design, perform, and analyze this COMMUNITY SURVEY.

PURPOSES OF THE STUDY

As an overall goal the COMMUNITY SURVEY was created and designed to obtain valuable community feedback concerning a wide range of questions that were important to Allegany Community College. After consultation with the President's Council of the College, the Office of Institutional Research and Public Relations Office of the College decided that the design of the survey instrument (questionnaire) should have as its foundation the following five objectives:

SURVEY OBJECTIVE: To provide the Public Relations Office of Allegany Community College with basic information to assist it reaching the community.

SURVEY OBJECTIVE: To assist the College in evaluating the effect of its promotion efforts within the community; to try and determine the community awareness of the College.

SURVEY OBJECTIVE: To determine an overall opinion concerning the effectiveness of A.C.C. in serving the community.

SURVEY OBJECTIVE: To determine the reasons why the community would continue their education at A.C.C. and how A.C.C. would rate in their selection.

SURVEY OBJECTIVE: To assist the college in program planning based on potential community demand for programs and extension centers.

With the approval of the President of the College and his administrative council, the survey was born although many of the planning stages and design questions had already been solved. The survey was scheduled to be performed during the month of July during the summer of 1976.

REVIEW OF LITERATURE

After a search through the literature regarding community surveys as performed by institutions of higher education and specifically on the community college level, the conclusion must be drawn that there is a definite lack of substantive reporting on this type of study.

Frostburg State College, a four-year institution in Maryland that is also located in Allegany County performed a similar community survey for its constituency in May of 1972. In the section of their report (A College Survey Of Community Attitudes and Perceptions) dealing with reviewing the literature concerning the community survey, they state:

> Surprisingly enough, research on the community in which the college is located is a much talked about topic but one that receives very little serious consideration in terms of actual survey research.

After broadly reviewing some sources that related more to the "philosophical" avoidance of particular difficulties that may arise due to lack of communication between the public and the institution, the report concludes:

> Generally, the literature revealed that community surveys of the interview variety are well thought of but seldom performed. One may conclude that surveys are regarded as wholly in-house enterprises and that results generated do not find their way into the literature....While a lot of lip-service, then, is paid to assessment of image, to finding out what people "really think" about the institution, and to determining what people know about the institution, very, very few colleges take the trouble to really find these things out. Speculation prevails, and the institution responds in perhaps very significant ways to "gut reaction" from very few people.

One source that did prove helpful in the preparation stage of the A.C.C. Community Survey was the Community Awareness Survey as performed by Florida Junior College at Jacksonville. In many of the planning stages of the community survey, this document proved to be extremely helpful although procedural techniques and objectives were different for Allegany Community College and Florida Junior College.

ALLEGANY COMMUNITY COLLEGE AND ITS COMMUNITY

In order to fully appreciate the results of the COMMUNITY SURVEY, at least a surface knowledge of Allegany Community College and its community, Allegany County, should be known. The following paragraphs are intended to give the reader a basic foundation of statistical information concerning the county and the College. Note that this type of quantitative information is surely not the "best" indication of the general make-up of Allegany County but it does serve to provide the reader with an underlying picture of the college's community. A brief history of A.C.C. and its rapid expansion is also included.

Allegany Community College is located in suburban Cumberland, a city of 30,000 people. Slightly more than 84,000 reside in Allegany County. The towns of Cumberland, LaVale, Frostburg, and Westernport are considered the only urban areas in Allegany County containing 52.5 percent of the county's population. Allegany County has approximately 22,700 families with the average size of the family being 3.21. Over 85 percent of all of the residents of Allegany County live in the family unit.

Allegany County rates next to last in the counties of Maryland in per capita income. The figures are even lower in relationship to other counties in this range when it is noted that these other counties have a large volume of rural farm income while Allegany County is overwhelmingly non-farm families. In 1970, 19.7 percent of the population were under poverty quidelines with the median family income being $8,036. This is over $3,000 below the median income for the state of Maryland.

According to the 1970 Census data, 48.9 percent of the people of Allegany County have completed four or more years of high school with the median years of school completed for persons twenty-five years of age and older being 11.8 years. The unemployment rate for the County for 1976 has always been in double digits and twice the rate for the state of Maryland. The average monthly unemployment rate for the 1976 year (from January to May) has been 14.7 percent compared to a 6.8 percent figure for Maryland.

The College, when it began in the Carver School on Frederick Street in 1961, had limited facilities and a small faculty; students were generally recent high school graduates. The responsibility of the College was then, as it is today, "to provide the citizens of Allegany County and its environs with low cost, high quality education."

Moving the College to the modern campus on Willow Brook Road in 1967 has provided new opportunities for the College to serve the community fully. ACC offers 36 different areas of study in two-year curricula and one-year certificate programs. Technological and preprofessional studies in career programs prepare students to seek employment in such fields as secretarial science, allied health, forestry, media technology, and electromechanical technology.

The fall semester of 1975 showed a total of 1629 students enrolled at Allegany Community College in its credit offering and 2,376 students enrolled in the College's non-credit adult education program. Hence over 4,000 students were enrolled by A.C.C. in the first semester of the 1975 - 1976 academic year.

METHODS AND PROCEDURES OF THE STUDY

In deciding the many different avenues to approach a job as laborious and extensive as this community survey, both offices had to be aware of the ever-present constraints of time, money, and interest involved in this project.

Because of a multitude of factors, it was decided that a telephone survey would be employed. Some of these factors include the availability of students employed under the College's work-study program to be fully trained and to perform as callers for the study, the constraint of money that a large mailing would most definitely produce, the known cooperation of the C&P Telephone Company to supply needed statistical information for the study, and the availability of telephones at the College in the evening hours.

With the idea of the survey being performed via telephone interviews established, the next important step was to design questions for the survey that would both be unbaised and straightforward and also provide the answers to the surveys objectives which were stated earlier. Built in contraints were the length of the questionnaire (decision: must be less than 5 minutes when performed over the telephone), the actual format and placing of survey questions, the desire not to try and request "sensitive" information from the respondent (age, family income, etc.), and an overall format that would produce a significant return and a low percentage of refusals among respondents that were reached.

An initial draft of the COMMUNITY SURVEY was developed by both offices. Through some informal testing of the questionnaire by both offices, some alterations were made in both the wording and spacing of specific questions. It was decided that during the training session scheduled for the callers that their

feedback would also be obtained in producing the final draft of the actual survey instrument. Indeed, they would be the ones who, after a night's trial performance, would most definitely note many of the possible difficulties that might arise in the wording, format, or general style of the instrument. Hence, their feedback was essential in producing the final draft of the COMMUNITY SURVEY questionnaire.

A list of students who were to serve as callers for the survey was obtained from the Director of Career Planning. These students were contacted and asked if they would be interested in being a part of this College project. The seven or so students who did express this interest were requested to stop by the Public Relations Office the next time they were at the College in order to obtain a Telephone Caller Package that was constructed for this survey by the Office of Institutional Research. The students were to study this package and to bring this report with them to the first training session in order to be able to fully discuss the many areas covered in the package.

During the training session, the package was carefully explained and the purpose of the study stressed. It was stated that the schedule for the survey was a demanding one although in time certain alterations in hours of calling, calling from locations other than the College, etc. were possible. After the initial explanations of the survey itself and the telephone package, many important aspects of telephone surveying were brought up to the students, the most important one concerning the aspect of bias in the telephone interview itself. Although each of the callers had the identical "flow-chart" which supplied them with the exact wording in their introduction to the respondent, how to handle many situations that might possibly come up, how to terminate the telephone call, etc., it was certain that even with the removal of many of the barriers to possible bias that the student would have with this standardized format, a certain amount of the student's personality must come through to the

respondent. In this realm, it was the aim of the training session not to change a student's basic personality/speech, etc., but to remove any types of wording/ad lib comments that might alter the respondent's replies.

After this "theoretical" session, the students were sent to the phones for some practice telephone calls. Each caller was to be both the caller and the receiver of the survey from another caller. It was felt in this way that the student caller would receive some type of basic training concerning his/her general style of conveying the survey (it would probably be the first time that he/she had actually performed the survey) and also what it was to be on the "receiving end." After this very controlled stage of training, a second series of telephone calls were made by the callers. These calls were to College personnel who were contacted beforehand that day and agreed to serve as a respondent for this night for the survey. Hence, this second type of controlled stage for the callers gave them the experience of interviewing someone who had never seen the questionnaire before (and many of which knew nothing about the survey itself) but who expected a call concerning the survey. The callers were told that a few of them would be taped that evening in order for the group as a whole to both hear, analyze, criticize, and complement many of the components of the survey instrument itself, and the caller's general performance. In this discussion session following the trial telephone calls the tapes were played which produced a great deal of positive feedback. Also many alterations were made in the questionnaire itself as a result of this caller feedback. Hence the trial draft of the survey instrument was now ready.

At the end of this two-hour training session the callers were asked if they felt they needed one more night of experimentation under similar controlled situations as they experienced at this training session. All indicated that they did not feel that this was necessary and the next night the actual survey started.

The hours of 7 to 9 at night were selected for the telephone survey mainly because of the availability of outside lines at the College. The survey ran from Monday to Friday during the month of July. During the period a daytime and afternoon schedule was established for some callers who either had additional time to devote to the survey or who could not meet the nighttime hours any more. After careful evaluation of some callers, some were allowed to originate calls from their home. This allowed them to perform many additional phone calls since their schedule was more flexible and it also allowed another free outside line at the College for an additional caller.

Five additional callers were added at a later date to supplement the original callers and replace the few who had to drop out because of vacation schedules or their summer school course load at the College. These callers underwent a similar training session as the original callers and had the "advantage" of receiving feedback from the original caller population at this training session.

POPULATION FOR THE SURVEY

The population selected for the COMMUNITY SURVEY was a four percent sample of all residential telephone numbers from the 1976 March Allegany County telephone directory. This percentage sample was decided upon after a study of both the number of respondents involved in various samples and the resources available (callers and outside lines) at the College.

The sample was drawn from the telephone directory via a "systematic" or "interval" sampling technique. After correspondence from the telephone company and determination of the number of respondents that must be called in order to reach the desired four percent sample, a total of 130 telephone numbers were added to this figure in order to be able to replace the telephone numbers that were not possible to be reached. Hence with this figure, and having the number of pages involved in the directory, it was determined that a certain number of names were to be drawn from each page of the directory. For the purposes of the study, this figure was about 14 names per page of the directory. Hence, transparencies were made in which 14 areas of the transparency were "highlighted" (these areas corresponding to the columns of the telephone directory). Placed over a <u>full</u> page of the directory, 14 telephone numbers would be highlighted on that particular page. In case one or more of the telephone numbers were not residential, a system was devised that the person extracting the numbers would continue "up" or "down" the column containing the name in order to obtain a residential telephone number. (Other technicalities of the drawing of the sample were involved including half pages, etc.).

Three persons were involved in extracting the sample from the telephone directory. For each of the numbers that were drawn the extractor was to fill out a "respondent answer form" with the information concerning the number in order that the caller could attach this form after completion of the survey with that particular respondent.

Statistics involving the population surveyed and the success of the telephone response are contained below. As can be seen, because of the very large number of calls that could not be completed (this number greatly exceeded the "intuitive" estimates of 130 mentioned earlier), the actual population reach was 3.4 percent. It should be noted that these (almost 300) calls that were not reached were tried at least two times in hope of a completion (excluding disconnected lines and "wrong numbers"). Also note in the data presented below that 229 respondents or 23.1 percent of the respondents that were reached refused to respond to the survey. Whether this percentage is high or low is hard to determine. However, because these respondents were reached for the survey (but refused after being reached) they are part of the response population of this survey.

SURVEY STATISTICS

Of residential telephone numbers in 1976 March Allegany County Telephone Directory = 28,952

% Of population desired in survey = 4 percent

To be reached for a 4 percent sample = 1,158
Of additional numbers added for replacement purposes = 130
Of telephone numbers drawn from directory = 1288
Of telephone numbers attempted = 1288
Of telephone numbers where respondent was not reached* = 298
Of telephone numbers where respondent was reached = 990
Where respondent refused to participate in survey = 229
Where survey was completed = 761
Actual percent of population reached = 3.4 percent

* Reasons for this include: phone being disconnected, wrong numbers (possible errors in the extraction of the sample), respondent's number not being answered, a "busy" after at least two attempts, etc. Many resources were devoted to trying to bring this number down to the "projected" replacement population of 130, but most were unsuccessful. Perhaps the actual timing of the survey, during the summer/vacation period, was the greatest factor in this result.

DATA ANALYSIS

An issue of paramount concern after it was decided what the objectives of the study were to be and what questions were to be asked was what possible analyses were desired for the survey.

In order to be used by most persons unaware of statistical theory involving parametric and non-parametric devices it was decided that the major thrust of the data analysis should be done with percentages. In this way it was felt that the results would be able to be read and fully understood by almost anyone interested in the report.

To each question of the COMMUNITY SURVEY a total of 30 separate analyses were performed utilizing the number and percent of respondents who answered each item:

Responses in Total (1 analysis)

Responses by Sex (2 analyses)

Responses by Location (9 analyses)

Responses by Sex and Location (18 analyses)

Because of insufficient return from certain locations, a few of the analyses were not applicable and were not performed. However the data on the following pages breaks down almost every item* by these thirty separate analyses.

*One item of the questionnaire, Question R, had to be thrown out because of an unforeseen error in a response category that could have biased the results received to this question.

PRESENTATION OF THE RESULTS

With the survey questionnaire containing 20 items and each item being subjected to 30 different analyses (see previous section), it was decided to provide most of the results of the major breakdowns in the body of this report and to include other more detailed and specific analyses in Appendix D.

Hence, the following pages present the results of the survey items according to the first three of the four types of breakdowns discussed in the DATA ANALYSIS section. The first section that follows presents the item results according to the total response and by the responses broken down by sex. The second section that follows presents the results of the survey items broken down by the 9 locations used for the survey. (The total response is also included in the location tables for comparison with the individual location results to each item.) The much more detailed and specific breakdown of each item by both sex and location is included in Appendix D.

To present the items of the questionnaire in the following sections, it was decided to group together the individual survey items that were designed from and intended to answer the particular survey objective. Hence, the items that relate directly to the survey objective are included in the subsection of that particular survey objective.

For each item of the survey for the particular breakdown of that section (total/sex, location, location-sex), the results of the item are presented in a tabular arrangement with a brief narrative statement explaining the table and other related aspects of that item. The table is restricted to a frequency and percentage statement of the item's response.

RESULTS SECTION ONE

BREAKDOWN OF THE SURVEY RESULTS BY TOTAL RESPONSE AND BY SEX

SURVEY OBJECTIVE: TO PROVIDE THE PUBLIC RELATIONS OFFICE OF ALLEGANY COMMUNITY COLLEGE WITH BASIC INFORMATION TO ASSIST IT REACHING THE COMMUNITY.

One of the major thrusts of the Community Survey was to answer the question: "How could information about A.C.C. best be provided to the community?" In addition to asking this question itself, the survey was interested in exactly what types of media did the community use. Through these answers, the Public Relations Office can more effectively reach the College's public.

Questions F,G,H,I, and J were specifically concerned with the usage of the media by the community while question O was directed at what way the community felt was the best to become informed about A.C.C. The first four questions were not triggered (answers/responses were not supplied to the respondents) but question O was triggered.

QUESTION F: WHAT LOCAL NEWSPAPER(S) DO YOU READ?* (see comment on page 19)

RESPONSES	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
Cumberland News (morning paper)	331	28.3	94	28.1	144	28.9
Cumberland Evening Times	516	44.1	139	41.6	377	45.1
Cumberland Sunday Times	252	21.5	78	23.4	174	20.8
People's Guardian	7	.6	3	.8	4	.5
Allegany Shopper	8	.7	2	.6	6	.7
Other	32	2.7	10	3.0	22	2.6
Don't read a local newspaper	24	2.1	8	2.4	16	1.9
	N = 1170		N = 334		N = 836	

*Multiple responses allowed

With very little variation by sex, about 44% of the respondents indicated that either the local newspaper that they read or one of the local newspapers that they read was the Cumberland Evening News. The second and third responses received in terms of frequency of response was the Cumberland News (28.3% for all responses) and the Cumberland Sunday Times (21.5% for all responses), respectively. These three newspapers accounted for 93.9% of the total respondent return. Only about 2% indicated that they did not read a local newspaper.

QUESTION G: WHAT LOCAL RADIO STATION DO YOU LISTEN TO MOST FREQUENTLY?

RESPONSES	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
WTBO	208	30.2	64	33.9	144	28.9
WCMD (formerly WCUM)	106	15.4	25	13.2	81	16.2
WCBC (formerly WUOK)	55	8.0	20	10.6	35	7.0
WKGO	10	1.5	0	0.0	10	2.0
WFRB	114	16.6	29	15.3	85	17.0
WPVM	3	.4	3	1.6	0	0.0
WKLP	19	2.8	5	2.6	14	2.8
Don't listen to local radio	173	25.1	43	22.8	130	26.1
	N = 688		N = 189		N = 499	

Although it is surely possible that the respondent may listen to a number of radio stations, question G was concerned with the one that he/she listened to most frequently. From the data presented above, it can be seen that over 1/4 of the respondents (25.1%) indicated that they did not listen to any of the local radio stations. The one radio station that received the largest share of the responses was WTBO whose 30.2% is almost double that of the radio station that was in second place--WFRB (which received 16.6% of the respondent share). As was the case with question F above, only slight deviations exist to this item when they are broken down by sex.

QUESTION H: WHAT TIME OF DAY DO YOU LISTEN?

RESPONSES	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
6:00 - 9:00 a.m.	193	28.3	52	27.2	141	28.7
9:00 - 12 noon	107	15.7	18	9.4	89	18.1
12 noon - 3:00 p.m.	56	8.2	16	8.4	40	8.1
3:00 - 6:00 p.m.	55	8.1	18	9.4	37	7.5
after 6:00 p.m.	107	15.7	40	20.9	67	13.6
all the time	164	24.0	47	24.6	117	23.8
	N = 682		N = 191		N = 491	

By far the single time period that most of the respondents listen to the radio is from 6:00 to 9:00 in the morning. Almost 30% of the responses received stated that they listened to the radio in this time period. Also note that almost 1/4 (24%) of the respondents indicated that they listened to their local radio all the time. As the table indicates, these two responses, "6 - 9 a.m." and "all the time" experienced very little variation in the breakdown by sex. However, two of the other items, "9 a.m. - 12 noon" and "after 6 p.m.", although receiving the identical percent of responses overall (both 15.7%) differed considerably by the sex breakdown.

Almost twice as many women listen to the local radio from 9 a.m. - 12 noon (18.1% vs. 9.4%) and after 6 p.m. men are much more likely to listen to the radio than women (20.9% vs. 13.6%). The other two responses "12 noon - 3 p.m." and "3 - 6 p.m." both received less than 10% of all responses and did not have any significant differences in percent distribution by sex.

QUESTION I: DO YOU WATCH CHANNEL 8?

RESPONSES	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
Yes	116	67.8	128	64.6	367	69.0
No	235	32.2	70	35.4	165	31.0
	N = 730		N = 198		N = 532	

Almost 7 out of 10 respondents indicated that they did watch Channel 8 with little variation evident by the male responses as compared to the female responses.

QUESTION J; WHAT SHOWS DO YOU WATCH ON CHANNEL 8?

RESPONSES	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
News	116	19.9	21	14.7	95	21.6
Sporting Events	199	34.2	69	48.3	130	29.6
Other	267	45.9	53	37.1	214	48.7
	N = 582		N = 143		N = 439	

Almost 20% (19.9%) or 1/5 of the respondents indicated that they watched the news on Channel 8 although women were much more likely to watch the news than men. While the male responses received indicated that the one type of show that they watched on Channel 8 was "sporting events" (and this was indicated by about half of the male responses), this response received much less attention for the female respondents (29.6%). Similarly shows "other" than news or sporting events were indicated much more frequently by women than by men, receiving an overall 45.9% for all responses.

QUESTION O: HOW CAN ACC PROVIDE THE MOST USEFUL INFORMATION TO YOU?*

RESPONSES**	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
-let me talk personally with a member of the college staff	161	22.5	46	23.8	115	21.9
-present information about programs and activities through the media	258	36.0	82	42.5	176	33.6
-present information about programs and activities through direct mail	257	35.8	54	28.0	203	38.7
-other	41	5.7	11	5.7	30	5.7
	N = 717		N = 193		N = 524	

*Multiple responses allowed
**these responses supplied by the caller (question was triggered)

Overall, reviewing the results from the "all responses" column, it can be seen that two responses both received almost the identical total share of all the responses, 36%. These two are concerned with informing the community about A.C.C. programs and activities through the media and through direct mail. Together these two responses hold over 70% of the return to this item. However, it can be seen that these two items differ considerably by sex. Male respondents, for example, clearly prefer receiving this type of information via the media as opposed to through the mail (42.5% vs. 28.0%). Female respondents favor direct mail over obtaining information through the media but only by a slight margin (38.7% vs. 33.6%). Over one out of every five respondents (and this holds up by the sex breakdown also) indicate that at least one of the ways A.C.C. can provide the most useful information to them is to let them talk personally with a member of the college staff.

COMMENT CONCERNING THE SURVEY RESULTS OF QUESTION F (What local newspapers do you read?)

The results of this question contrast with the known circulation figures for the three Cumberland newspapers. These circulation figures are as follows:

Cumberland News.....13,717
Cumberland Evening Times.....20,682
Cumberland Sunday Times.....36,482

The reason for the apparent inconsistency is that the data from the item indicate that more of the respondents read the Cumberland Evening Times than the Cumberland Sunday Times whereas the circulation figures above clearly show this not to be the case. It is thought that the reason that this data arose is that the majority of respondents regard the Sunday Times not as a "separate" local newspaper but as part of their daily newspaper (either the News or the Evening Times) and hence did not mention it as a separate local newspaper that they read. (This was not a triggered question. I.e., none of the responses for Question F were supplied to the respondent.)

SURVEY OBJECTIVE: TO DETERMINE AN OVERALL OPINION CONCERNING THE EFFECTIVENESS OF A.C.C. IN SERVING THE COMMUNITY.

Question N was specifically concerned with an overall assessment from the respondents regarding the way that A.C.C. is serving Allegany County. The respondent was given a choice of five responses which ranged from "excellent" to "poor" and also could opt for "no opinion," if this was the case. (Question N was a trigger question.)

QUESTION N: HOW DO YOU FEEL ACC IS SERVING THE COMMUNITY?

RESPONSES*	ALL RESPONSES			MALE			FEMALE		
	N	%	%**	N	%	%**	N	%	%**
Excellent	248	35.3	38.6	65	34.4	37.8	183	35.7	38.9
Very good	271	38.6	42.1	73	38.6	42.4	198	38.6	42.0
Good	103	14.7	16.0	28	14.8	16.3	75	14.6	15.9
Fair (O.K.)	21	3.0	3.3	6	3.2	3.5	15	2.9	3.2
Poor	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0
No opinion	59	8.4	- -	17	9.0	- -	42	8.2	- -
	N = 702			N = 189			N = 513		

*These responses supplied by caller. (Question was triggered)

**These percentages computed only with opinionated responses (percentages are adjusted to remove the "no opinion" responses.)

Responses received to this item cast Allegany Community College in a very positive light concerning the responsibility of the College to serve its community. Almost 90% of all of the responses (88.6%) rate the College as at least good in serving the community, with 73.9% indicating the categories of very good and excellent. Only 21 respondents or 3% of the total return indicated that the College's efforts in serving the community were "fair" and no respondent indicated that these efforts were poor. When the percentages of the table are adjusted in order to remove the 59 responses that did not offer an opinion to this item, it is seen that this figure on a rating of least good is raised up to 96.7%, or almost the total response received.

The data of the table show that there is very little variation to the responses by sex.

SURVEY OBJECTIVE: TO DETERMINE THE REASONS WHY THE COMMUNITY WOULD CONTINUE THEIR EDUCATION AT A.C.C. AND HOW A.C.C. WOULD RATE IN THEIR SELECTION.

Two questions were designed to try and retrieve the two bits of information stated in the survey objective above. After analyzing the data, a structural wording flaw was found in one of the questions (Question R), which reduced its directed value considerably and caused this question to be removed from this analysis.

However, Question S is presented below. This question was concerned with the "most important reasons" why respondents would continue their education at A.C.C. A total of seven possible responses were supplied to the respondent (the question was triggered) and the respondent was allowed to answer more than one if this was applicable to him/her.

QUESTION S: WHAT ARE THE MOST IMPORTANT REASONS THAT YOU WOULD CONTINUE YOUR EDUCATION AT A.C.C.?

	ALL		MALE		FEMALE	
RESPONSES*	N	%	N	%	N	%
Location	260	41.9	76	41.8	184	42.0
Academic Reputation	84	13.5	21	11.5	63	14.4
Particular Major Offered	58	9.4	18	9.9	40	9.1
Recommendation from a Friend or Relative	56	9.0	17	9.3	39	8.9
Low Cost	94	15.2	33	18.1	61	13.9
Possibility of Obtaining Financial Assistance from A.C.C.	41	6.6	9	4.9	32	7.3
Other	27	4.4	8	4.4	19	4.3
	N = 620		N = 182		N = 438	

*These responses supplied by caller (Question was triggered)

With virtually no differences by sex, location stands as the number one reason indicated by the total responses received to this question that the respondents would continue their education at A.C.C. receiving almost 42% of the total return. The second reason indicated overall was the low cost of the College, although this was indicated by about 15% of all of the respondents, a considerable gap existing between it and location. It is interesting to note, that men rated the low cost of the College as a more important factor than women, who placed low cost third between location (#1) and academic reputation, which was ranked by the female respondents as the second most important reason. Besides the small differences between the male and female responses concerning low cost and academic reputation, no significant differences can be found in the table for the responses by a sex breakdown.

SURVEY OBJECTIVE: TO ASSIST THE COLLEGE IN EVALUATING THE EFFECT OF ITS PROMOTION EFFORTS WITHIN THE COMMUNITY, TO TRY AND DETERMINE THE COMMUNITY AWARENESS OF THE COLLEGE

A second major area of concern of the Community Survey was to determine: "How much does the community really know about Allegany Community College?" To try and determine at least some indication of this "community awareness," five questions were developed for the Community Survey covering the topics of cost of attending the institution, the relative size of the student body, the age of the student body, and personal visits of the campus.

Three questions, K, L, and M were all items that sought to specifically determine the community's knowledge of the first three of the topics above. All three were trigger questions in which respondents were requested to "please select the one (response) that you feel is correct or closest to being correct."

Two other items, Questions A and B were concerned with the respondent having visited the institution and reasons for the visit.

QUESTION K: THE SEMESTER TUITION FOR AN ALLEGANY COUNTY RESIDENT ATTENDING ACC FULL-TIME IS:

RESPONSES*	ALL		MALE		FEMALE	
	N	%	N	%	N	%
Free	16	2.5	4	2.3	12	2.6
$150	282	43.8	83	47.4	199	42.4
$250	205	31.8	56	32.0	149	31.9
Over $250	141	21.9	32	18.3	109	23.2
	N = 644		N = 175		N = 469	

*These responses supplied by caller.
(Question was triggered)

(THE CORRECT ANSWER TO THIS QUESTION IS $150.)

Only about 44% of the respondents to question K indicated the correct answer with 53.7% of them indicating a figure that was much higher than the correct one. One can see from the table above that there are very slight differences when the results are broken down by sex. Hence, it may be safely concluded that this item indicates relative community misinformation concerning the semester tuition for an in-county resident with more than half who stated an answer feeling that the tuition is considerably more expensive than it actually is.

QUESTION L: THE CURRENT CREDIT ENROLLMENT OF ACC INCLUDING BOTH FULL-TIME AND PART-TIME STUDENTS IS APPROXIMATELY:

RESPONSES*	ALL		MALE		FEMALE	
	N	%	N	%	N	%
800 students	95	14.9	30	17.4	65	14.0
1200 students	219	34.4	66	38.4	153	32.9
1700 students	202	31.7	41	23.8	161	34.6
over 2000 students	121	19.0	35	20.3	86	18.5
	N = 637		N = 172		N = 465	

* These responses supplied by caller.
(Question was triggered)
(THE CORRECT ANSWER TO THIS QUESTION IS 1700 STUDENTS.)**

** The Spring enrollment report for 1976 showed a credit enrollment figure of 1731. The preceding fall semester had a headcount enrollment figure (both full-time and part-time) of 1629.

Almost exactly half (49.3%) of the respondents underestimated the size of the student body of the College. Almost 1 out of every 5 respondents (19%) overestimated the size of the A.C.C. credit student body. Hence, for all the responses received, a total of 67.7% were inaccurate in estimating the approximate student body enrollment for A.C.C. From the breakdown of this item by sex, it can be noted that female respondents were much more knowledgeable about this figure than male respondents (34.6% vs. 23.8%). Hence, this item points to the fact that most members of the community do not realize that the College has experienced a considerable amount of growth (especially in the past academic year in which the student body enrollment grew by over 25%).

QUESTION M: THE PART OF THE ACC CREDIT STUDENT BODY THAT IS OVER 21 YEARS OF AGE IS APPROXIMATELY:

RESPONSES*	ALL		MALE		FEMALE	
	N	%	N	%	N	%
About 1/4	225	34.4	70	39.8	155	32.4
About 1/2	321	49.1	81	46.0	240	50.2
About 3/4	108	16.5	25	14.2	83	17.4
	N = 654		N = 176		N = 478	

*These responses supplied by caller.
(Question was triggered)

(THE CORRECT ANSWER TO THIS QUESTION IS "about 1/2)**

**The spring semester of 1976 figures indicate that 45.2% of the student body was over 21 years of age. The corresponding figure for the preceding fall semester (1975) is 42.3%. It is clear that A.C.C. is continuously growing older in terms of its student body.

Almost half of the respondents (49.1%) stated the correct answer to this question with incorrect answers indicating that twice the people underestimate rather than overestimate (34.4% vs. 16.5%). The almost 35% that thought that less than 1/4 of the student body is over 21 indicates an important aspect of the community awareness of the institution: many members of the community still view their community college as composed primarily of young students or recent high school graduates (as it was in the not-to-distant past). Once again, female responses tended to be more accurate than male responses.

SURVEY OBJECTIVE: TO ASSIST THE COLLEGE IN PROGRAM PLANNING BASED ON POTENTIAL COMMUNITY DEMAND FOR PROGRAMS AND EXTENSION CENTERS.

Questions E, P, and Q were concerned with community reaction to College programs and the possibility of moving some of the programs closer to the people in the community if this would be an impetus to their enrollment. Question E was not triggered (responses were not given to the respondent), while both question P and question Q were triggered for the respondent.

QUESTION E: If ACC CREDIT COURSES WERE OFFERED IN A CENTER CLOSER TO YOUR HOME (SUCH AS YOUR LOCAL HIGH SCHOOL), WOULD YOU TAKE AN ACC CREDIT COURSE?

RESPONSES	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
Yes	153	21.3	41	21.1	112	21.3
No	471	65.4	128	66.0	343	65.2
Not sure	96	13.3	25	12.9	71	13.5
	N = 720		N = 194		N = 526	

As one can see by scanning across the rows of the table above, the results are almost identical by sex with over 21% of the total response replying that they would take an A.C.C. credit course if it were offered in a center closer to their home. The large majority (65.4%) replied in the negative to this question with 13.3% not sure at the time. However, the results of this question provide a clear expression for the investigation of this type of "bringing the College to the people idea" via the use of extension centers.*

QUESTION P: IN YOUR OPINION, WHICH OF THE FOLLOWING EDUCATIONAL PROGRAMS SHOULD BE EXPANDED IN THIS AREA?

RESPONSES*	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
-college degree programs for students intending to transfer to another institution	172	26.8	54	30.7	118	25.4
-occupational/vocational programs	312	48.7	87	49.4	225	48.4
-adult education programs	93	14.5	19	10.8	74	15.9
-community services	51	8.0	13	7.4	38	8.2
-no educational program should be expanded	13	2.0	3	1.7	10	2.2
	N = 641		N = 176		N = 465	

*these responses supplied by the caller (question was triggered)

With very little variation by sex, almost half of the respondents felt that occupational/vocational programs should be expanded in this area. The second most frequent response was college degree programs for transfer students, which received a little less than half (26.8%) the responses that occupational/vocational programs received. Note that males were more in favor of expanding the college degree programs for transfer students while females were more in favor of expanding the adult education programs of A.C.C. Only 2% indicated they felt that no educational program should be expanded.

*The results of these question seem to contrast with the results from another survey question (D) where respondents who have never taken any type of credit course through A.C.C. were asked "why not?" Less than 1% of the total return of this item indicated that distance was a factor and only about 1% indicated that lack of transportation was a reason. But Question E above (which was asked of ALL respondents) indicates that location is indeed a major factor in a member of the community continuing his or her education at Allegany Community College.

QUESTION Q: AT THE PRESENT TIME, WHAT ONE TYPE OF EDUCATION PROGRAM OR ACTIVITY WOULD BE OF GREATEST INTEREST TO YOU?

RESPONSES*	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
workshops or presentations about subjects of special interest	119	19.4	34	20.4	85	19.1
training programs to improve your everyday skills	121	19.8	25	15.0	96	21.6
career training	90	14.7	19	11.4	71	16.0
college degree credit courses	59	9.6	19	11.4	40	9.0
occupational training to upgrade your job skills	223	36.4	70	41.9	153	34.4
	N = 612		N = 167		N = 445	

*these responses supplied by caller (question was triggered)

In contrast to the previous question which dealt with what programs the respondent felt should be expanded in this area (for the good of the area as a whole), this question was concerned with what educational program or activity would be of greatest interest to the respondent personally; i.e. which of the responses supplied him/her would prove most beneficial or interesting to him/her?

Over 1/3 of all the responses received to this question (36.4%) indicated that the one type of educational program or activity that would be of greatest interest would be occupational training to upgrade job skills. Although this was indicated a bit more by the male respondents than by female (41.9% vs. 34.4%), both groups favored this type of program/activity much more than any other. Two responses were essentially tied for the second most frequently indicated answer with each receiving about 20%; workshops or presentations about subjects of special interest, and training programs to improve your everyday skills. Although men indicated a definite liking for workshops and presentations over the training programs (20.4 vs. 15.0), women had the two reversed in terms of importance from the men, although the difference was much less.

QUESTION D: IF YOU HAVE NEVER TAKEN ANY TYPE OF CREDIT COURSE THROUGH ACC, MAY WE ASK WHY NO

RESPONSES*	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
No interest	221	39.4	51	38.3	170	39.7
No transportation	6	1.1	0	0.0	6	1.4
Classes not appealing	10	1.8	3	2.3	7	1.6
Age	244	43.5	64	48.1	180	42.1
Could not afford it	16	2.9	3	2.3	13	3.0
Classes offered at inopportune time	61	10.9	12	9.0	49	11.4
Too far away	3	.5	0	0.0	3	.7
	N = 561		N = 133		N = 428	

*Multiple responses allowed

Perhaps surprisingly, the response receiving the largest share of the total was age receiving 43.5 percent.** The second most frequently indicated answer also with about 40 percent of the total was no interest. The only other response receiving more than 3 percent of the total was classes offered at inopportune time which received 10.9 percent of the total return. Very sl variations are evident by the sex breakdown.

**This relates most directly to the responses from Question M in which over 1/3 of the respondents underestimated the age of the student body replying that they thought the part of the ACC credit student body that is over 21 years of age is approximately 1/4, whereas it is actually 1/2.

QUESTION A: HAVE YOU EVER VISITED THE ACC CAMPUS?

RESPONSES	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
Yes	419	56.5	145	72.5	274	50.6
No	322	43.5	55	27.5	267	49.4
	N = 741		N = 200		N = 541	

The majority of respondents to this item had visited the A.C.C. campus with males indicating this fact by a very large margin over females.

QUESTION B: WHAT WAS THE REASON(S) FOR YOUR VISIT?

RESPONSES	ALL N	ALL %	MALE N	MALE %	FEMALE N	FEMALE %
Classes (credit, non-credit, com. serv.)	100	19.1	37	21.3	63	18.0
College sponsored cultural events	62	11.8	14	8.0	48	13.7
Member of a community org. using facilities	75	14.3	18	10.3	57	16.3
Graduation (of a friend or relative)	35	6.7	12.	6.9	23	6.6
Tour	62	11.8	21	12.1	41	11.7
Sporting event	85	16.2	34	19.5	51	14.6
Other	105	20.0	38	21.8	67	19.1
	N = 524		N = 174		N = 350	

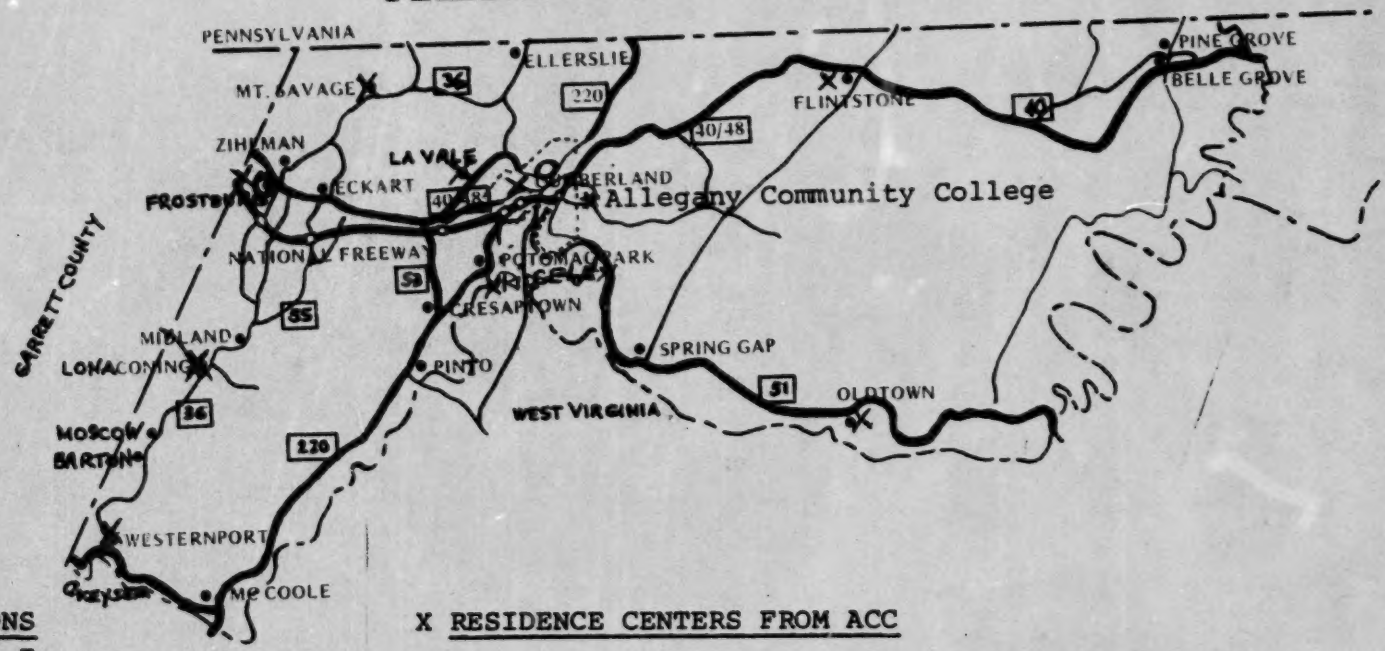
Almost 1/5 (19.1%) of the respondents who stated they had visited the campus listed classes as the reason. One can see from the fact that not one of the responses received 20% of the total share that respondents visited the campus for a multitude of reasons. (The "other" category is really an aggregation of individual categories lumped together.) The second most frequent response from the male respondents was their attendance at an A.C.C. sporting event while females stated for their second most indicated answer that they visited the campus as a member of a community organization using A.C.C.'s facilities.

RESULTS SECTION TWO

BREAKDOWN OF THE SURVEY RESULTS BY LOCATION

33

ALLEGANY COUNTY



RADIO STATIONS

Cumberland -
- WCBC
- WCMD
- WPVM
- WTBO

Frostburg
- WFRB

Keyser
- WKLP

X RESIDENCE CENTERS FROM ACC

Cumberland	approx.	2	miles	5	minutes
LaVale	"	5	"	10	"
Frostburg	"	11	"	20	"
Flintstone	"	17	"	30	"
Lonaconing	"	20	"	35	"
Westernport	"	35	"	45	"
Mt. Savage	"	17	"	30	"
Oldtown	"	12	"	20	"
Ridgeley	"	2	"	5	"

QUESTION F: WHAT LOCAL NEWSPAPER(S) DO YOU READ?*

RESPONSES	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Cumberland News (Morning Paper)	331	28.3	197	27.7	21	22.6	54	36.5	9	37.5	27	31.4	7	15.2	8	25.0	4	40.0	4	20.0
Cumberland Evening Times (Evening Pap)	516	44.1	332	46.7	47	50.5	51	34.5	9	37.5	30	34.9	21	45.7	14	43.8	2	20.0	10	50.0
Cumberland Sunday Times	252	21.5	155	21.8	23	24.7	26	17.6	4	16.7	19	22.1	9	19.6	9	28.1	3	30.0	4	20.0
People's Guardian	7	.6	2	.3	0	0.0	4	2.7	0	0.0	0	0.0	0	0.0	1	3.1	0	0.0	0	0.0
Allegany Shopper	8	.7	6	.8	0	0.0	2	1.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Other	32	2.7	10	1.4	0	0.0	3	2.0	0	0.0	10	11.6	8	17.4	0	0.0	0	0.0	1	5.0
Don't Read a Local Newspaper	24	2.1	9	1.3	2	2.2	8	5.4	2	8.3	0	0.0	1	2.2	0	0.0	1	10.0	1	5.0
	N = 1170		N = 711		N = 93		N = 148		N = 24		N = 86		N = 46		N = 32		N = 10		N = 20	

*Multiple responses allowed

Almost 94% of the total response indicated that they read one (or more) of the three Cumberland newspapers with the Cumberland Evening Times receiving the largest share (44.1%) of the total return. Broken down by location, the results are fairly consistent. Ranging from a low of 80.5% (Westernport) to a high of 97.8% (LaVale), most of the respondents indicated they read the Cumberland News and/or the Cumberland Evening Times and/or the Cumberland Sunday Times. In general, the one paper most read by survey participants of different locations was the Cumberland Evening Times (indicated by survey participants of 7 of the 9 locations.)

QUESTION G: WHAT LOCAL RADIO STATION DO YOU LISTEN TO MOST FREQUENTLY?

RESPONSES	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
WTBO	208	30.2	158	38.3	15	26.8	18	19.1	5	31.3	6	13.0	0	0.0	4	19.0	0	0.0	2	20.0
WCMD (Formerly WCUM)	106	15.4	73	17.7	11	19.6	15	16.0	0	0.0	2	4.3	0	0.0	5	23.8	0	0.0	0	0.0
WCBC (Formerly WKGK)	55	8.0	34	8.2	6	10.7	6	6.4	1	6.3	5	10.9	1	4.0	0	0.0	1	14.3	1	10.0
WKGO	10	1.5	4	1.0	1	1.9	2	2.1	0	0.0	1	2.2	2	8.0	0	0.0	0	0.0	0	0.0
WFRB	114	16.6	37	9.0	6	10.7	36	38.3	6	37.5	12	26.1	4	16.0	6	28.6	5	71.4	2	20.0
WPVM	3	.4	1	.2	0	0.0	1	1.1	0	0.0	0	0.0	1	4.0	0	0.0	0	0.0	0	0.0
WKLP	19	2.8	1	.2	2	3.6	1	1.1	0	0.0	5	10.9	9	36.0	0	0.0	0	0.0	1	10.0
Don't listen to local radio	173	25.1	105	25.4	15	26.8	15	16.0	4	25.0	15	32.6	8	32.0	6	28.6	1	14.3	4	40.0
	N = 688		N = 413		N = 56		N = 94		N = 16		N = 46		N = 25		N = 21		N = 7		N = 10	

Overall, over 1/4 of the survey participants indicated they don't listen to local radio and this is consistently noted across the table by the location breakdown.

The radio station receiving the most popularity is seen to depend on its location and the constituency it can and is able to serve. WTBO (of Cumberland) holds the largest share of the respondents from Cumberland (38.3%) and LaVale (26.7%) while WFRB (of Frostburg) has the largest share of other local radio stations of Frostburg, Flintstone, Lonaconing, Mount Savage, and Oldtown.

QUESTION H: WHAT TIME OF DAY TO YOU LISTEN?

RESPONSES	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
6 - 9 a.m.	193	28.3	111	27.7	18	34.0	27	30.3	6	31.6	12	21.1	8	38.1	7	30.4	2	16.7	2	28.6
9 a.m. - 12 Noon	107	15.7	62	15.5	7	13.2	13	14.6	4	21.1	10	17.5	3	14.3	4	17.4	4	33.3	0	0.0
12 Noon - 3 p.m.	56	8.2	34	8.5	0	0.0	8	9.0	1	5.3	7	12.3	2	9.5	3	13.0	1	8.3	0	0.0
3 - 6 p.m.	55	8.1	32	8.0	10	18.9	4	4.5	2	10.5	4	7.0	0	0.0	1	4.3	2	16.7	0	0.0
After 6 p.m.	107	15.7	62	15.5	7	13.2	17	19.1	2	10.5	11	19.3	2	9.5	2	8.7	2	16.7	2	28.6
All the time	164	24.0	100	24.9	11	20.8	20	22.5	4	21.1	13	22.8	6	28.6	6	26.1	1	8.3	3	42.9
	N = 682		N = 401		N = 53		N = 89		N = 19		N = 57		N = 21		N = 23		N = 12		N = 7	

Having the data from question G concerning the local radio station that survey participants of different locations listen to most frequently, question H focused in on the question of when these survey participants listen. Overall almost 1/4 of the participants indicated they listened all the time.

The one time block that received the most responses from survey participants (who did not listen all the time) was 6-9 a.m., gathering in over 28% of the total return.

Examining this data by location, one can see that with one exception (Oldtown) that this 6-9 a.m. time block is the most popular listening period for respondents. Note that a fairly consistent high percentage (around 24%) of the respondents listen all the time. The time block that was second in the return by location was usually either 9:00 a.m.-12:00 noon or after 6:00 p.m.

QUESTION I: DO YOU WATCH CHANNEL 8?

RESPONSES	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	495	67.8	319	72.7	45	76.3	53	55.8	4	21.1	34	63.0	18	72.0	12	57.1	0	0.0	10	90.9
No	235	32.2	120	27.3	14	23.7	42	44.2	15	78.9	20	37.0	7	28.0	9	42.9	7	100.0	1	9.1
	N = 730		N = 439		N = 59		N = 95		N = 19		N = 54		N = 25		N = 21		N = 7		N = 11	

Seven of the nine locations indicated that a majority of the respondents did watch Channel 8 with an overall tabulation of 67.8%.

QUESTION J: WHAT SHOWS DO YOU WATCH ON CHANNEL 8?

RESPONSES	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
News	116	19.9	86	22.4	9	16.7	8	13.8	N/A#		6	16.7	3	13.0	2	14.3	N/A		2	18.2
Sporting Events	199	34.2	128	33.3	18	33.3	24	41.4	N/A		14	38.9	10	43.5	2	14.3	N/A		3	27.3
Other	267	45.9	170	44.3	27	50.0	26	44.8	N/A		16	44.4	10	43.5	10	71.4	N/A		6	54.5
	N = 582		N = 384		N = 54		N = 58		N/A		N = 36		N = 23		N = 14		N/A		N = 11	

N/A (Not Applicable) indicates fewer than 5 responses received in total to this question

In every case applicable, shows other than news or sporting events, was the response indicated by these survey participants who answered previously that they did watch Channel 8.

QUESTION O: HOW CAN ACC PROVIDE THE MOST USEFUL INFORMATION TO YOU?*

RESPONSES**	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Let me talk personally with a member of college staff	161	22.5	91	21.8	11	16.7	19	20.4	5	22.7	16	30.2	8	30.8	6	30.0	3	37.5	2	18.2
Present info. about prog. and activities through the media	258	36.0	152	36.8	30	45.4	34	36.6	9	40.9	11	20.8	8	30.8	8	40.0	2	25.0	4	36.4
Present info. about prog. and activities through direct mail	257	35.8	154	36.8	23	34.8	31	33.3	6	27.3	21	39.6	9	34.6	6	30.0	3	37.5	4	36.4
Other	41	5.7	21	5.0	2	3.0	9	9.7	2	9.1	5	9.4	1	3.8	0	0.0	0	0.0	1	9.1
	N = 717		N = 418		N = 66		N = 93		N = 22		N = 53		N = 26		N = 20		N = 8		N = 11	

* Multiple responses allowed

**These responses supplied by caller (question was triggered)

The two responses that received almost the identical percent of the return overall (36%) are present information about programs and activities through the media and present information about programs and activities through direct mail.

By location breakdown this is seen to maintain a fairly consistent response from location to location.

Note also that let me talk personally with a member of the college staff received over 1/5 of the total responses and almost this same percentage amount for all 9 locations.

QUESTION K: THE SEMESTER TUITION FOR AN ALLEGANY COUNTY RESIDENT ATTENDING ACC FULL-TIME IS:*

RESPONSES*	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Free	16	2.5	9	2.3	2	3.7	2	2.6	1	7.1	1	1.9	0	0.0	1	5.9	0	0.0	0	0.0
$150	282	43.8	178	45.8	19	35.2	31	40.3	7	50.0	21	40.4	9	39.1	11	64.7	1	14.3	5	45.5
$250	205	31.8	118	30.3	19	35.2	26	33.8	4	28.6	19	36.5	7	30.4	4	23.5	4	57.1	4	36.4
Over $250	141	21.9	84	21.6	14	25.9	18	23.4	2	14.3	11	21.2	7	30.4	1	5.9	2	28.6	2	18.2
	N = 644		N = 389		N = 54		N = 77		N = 14		N = 52		N = 23		N = 17		N = 7		N = 11	

* These responses supplied by caller (question was triggered)

*THE CORRECT ANSWER TO THIS QUESTION IS $150 .

More than half of the survey participants for 7 of the 9 locations overestimated the semester tuition for an Allegany County resident attending all full-time. Of those that overestimated this figure, over 40% thought that the correct figure was over $250.00.

QUESTION L: THE CURRENT CREDIT ENROLLMENT OF ACC INCLUDING BOTH FULL-TIME AND PART-TIME STUDENTS IS APPROXIMATELY:*

RESPONSES**	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
800 Students	95	14.9	55	14.4	8	15.1	10	13.2	3	18.8	9	17.0	6	26.1	2	11.1	1	14.3	1	10.0
1200 Students	219	34.4	121	31.8	18	34.0	29	38.2	9	56.3	20	37.8	7	30.4	7	38.9	4	57.1	4	40.0
1700 Students	202	31.7	122	32.0	16	30.2	26	34.2	4	25.0	16	30.2	7	30.4	7	38.9	2	28.6	2	20.0
Over 2000 Students	121	19.0	83	21.8	11	20.8	11	14.5	0	0.0	8	15.1	3	13.0	2	11.1	0	0.0	3	30.0
	N = 637		N = 381		N = 53		N = 76		N = 16		N = 53		N = 23		N = 18		N = 7		N = 10	

*(THE CORRECT ANSWER TO THIS QUESTION IS 1700 STUDENTS)

**These responses supplied by caller (question was triggered)

For respondents from all locations except Cumberland and LaVale, at least half underestimated the correct figure of 1700 students. In the total response less than 1/3 of all survey participants responded with the correct figure. Almost 1/5 of the respondents overestimated the current credit enrollment of A.C.C.

QUESTION M: THE PART OF THE ACC CREDIT STUDENT BODY THAT IS OVER 21 YEARS OF AGE IS APPROXIMATELY:*

RESPONSES*	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
About 1/4	225	34.4	132	33.7	25	48.7	27	34.2	6	35.3	15	28.3	12	50.0	4	22.2	1	14.3	2	20.0
About 1/2	321	49.1	195	49.7	21	38.9	39	49.4	9	52.9	28	52.8	8	33.3	10	55.6	4	57.1	7	70.0
About 3/4	108	16.5	65	16.6	7	13.0	13	16.5	2	11.8	10	18.9	4	16.7	4	22.2	2	28.6	1	10.0
	N = 654		N = 392		N = 54		N = 79		N = 17		N = 53		N = 24		N = 18		N = 7		N = 10	

*These responses supplied by caller (question was triggered)

*(THE CORRECT ANSWER TO THIS QUESTION IS "about 1/2".)

In the total response of all locations, about half of the respondents correctly estimated the part of the A.C.C. credit student body that is over 21 years of age. This estimation was most accurate in Cumberland (49.7%), Frostburg (49.4%), Flintstone (52.9%), Lonaconing (52.8%), Mount Savage (55.6%), Oldtown (57.1%), and Ridgeley (70.0%). The incorrect estimates were predominantly ones of underestimation with almost twice as many answers received indicating about 1/4 as compared to about 3/4.

QUESTION A: HAVE YOU EVER VISITED THE ACC CAMPUS?

RESPONSES	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	419	56.5	271	61.3	47	79.7	46	47.4	12	63.2	24	42.1	4	14.8	12	57.1	1	14.3	2	16.7
No	322	43.5	171	38.7	12	20.3	51	52.6	7	36.8	33	57.9	23	85.2	9	42.9	6	85.7	10	83.3
	N = 741		N = 442		N = 59		N = 97		N = 19		N = 57		N = 27		N = 21		N = 7		N = 12	

44

The one location in which the largest body of respondents had visited the A.C.C. campus was LaVale in which almost 8 out of 10 respondents answered yes to this item. LaVale was then followed by Flintstone (63.2%), Cumberland (61.3%), and Mt. Savage (57.1%). Only in these four locations had a majority of the respondents visited the A.C.C. campus.

The other five locations can be broken down into two further sub-groups. The first group, their response indicating they had visited the A.C.C. campus did have a large percentage (greater than 40%) that had. This would include Frostburg (47.4%) and Lonaconing (42.1%). The other three locations (Westernport, Oldtown, and Ridgeley) indicated that over 8 out of 10 respondents had never visited that A.C.C. campus.

QUESTION B: WHAT WAS THE REASON(S) FOR YOUR VISIT?

RESPONSES	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Classes (credit, Non-credit, com. Ser.)	100	19.1	69	19.9	13	20.6	8	14.8	2	14.3	4	16.7	N/A#		2	11.8	N/A		N/A	
College sponsored cultural events	62	11.8	40	11.6	8	12.7	7	13.0	1	7.1	3	12.5	N/A		3	17.6	N/A		N/A	
Member of a community org. using facilities	75	14.3	41	11.8	13	20.6	10	18.5	4	28.6	3	12.5	N/A		3	17.6	N/A		N/A	
Graduation (of a friend or relative)	35	6.7	25	7.2	4	6.3	4	7.4	0	0.0	2	8.3	N/A		0	0.0	N/A		N/A	
Tour	62	11.8	39	11.3	7	11.1	7	13.0	3	21.4	2	8.3	N/A		2	11.8	N/A		N/A	
Sporting event	85	16.2	57	16.5	8	12.7	5	9.3	2	14.3	7	29.2	N/A		5	29.4	N/A		N/A	
Other	105	20.0	75	21.7	10	15.9	13	24.1	2	14.3	3	12.5	N/A		2	11.8	N/A		N/A	
	N = 524		N = 346		N = 63		N = 54		N = 14		N = 24		N/A		N = 17		N/A		N/A	

N/A (Not Applicable) indicates fewer than 5 responses received to this question

A.A.'s can be seen overall and in the different locations, the respondents indicated that they visited the A.C.C. campus for a wide multitude of reasons, with no one reason in any of the locations receiving greater than 30% of the total.

QUESTION N: HOW DO YOU FEEL ACC IS SERVING THE COMMUNITY?

RESPONSES*	All Responses			Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	%**	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Excellent	248	35.3	38.6	156	37.3	28	47.5	29	32.2	8	42.1	9	16.7	9	36.0	6	31.6	2	28.6	1	9.1
Very Good	271	38.6	42.1	161	38.5	15	25.4	30	33.3	7	36.8	30	55.6	11	44.0	8	42.1	2	28.6	7	63.6
Good	103	14.7	16.0	66	15.8	7	11.9	12	13.3	2	10.5	10	18.5	2	8.0	2	10.5	1	14.3	1	9.1
Fair (O.K.)	21	3.0	3.3	11	2.6	4	6.8	5	5.6	0	0.0	1	1.9	0	0.0	0	0.0	0	0.0	0	0.0
Poor	0	0.0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
No Opinion	59	8.4	--	24	5.7	5	8.5	14	15.6	2	10.5	4	7.4	3	12.0	3	15.8	2	28.6	2	18.2
	N = 702			N = 418		N = 59		N = 90		N = 19		N = 54		N = 25		N = 19		N = 7		N = 11	

*These responses supplied by caller (question was triggered)

**These percentages computed only with opinionated responses (percentages are adjusted to remove the "no opinion" responses)

With small deviations by location, the large majority of the respondents view the College as serving the community at least good. In the (unadjusted) percentages presented for the locations in this table, the city of Cumberland gave A.C.C. the highest rating of all of the locations with 91.6% of all responses received answering that the College's efforts are at least good. However, the average for all of the locations (all of the responses of the survey) was still very high with 88.6% responding that the College is serving the community on a rating of at least good. No one in any of the 9 locations responded that ACC was serving the community poor.

QUESTION S: WHAT ARE THE MOST IMPORTANT REASONS THAT YOU WOULD CONTINUE YOUR EDUCATION AT ACC?

RESPONSES*	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Location	260	41.9	175	45.2	26	45.6	18	28.6	6	40.0	14	30.4	8	47.1	6	40.0	2	40.0	5	33.3
Academic Reputation	84	13.5	51	13.2	9	15.8	9	14.3	1	6.7	7	15.2	2	11.8	2	13.3	0	0.0	3	20.0
Particular Major Offered	58	9.4	36	9.3	7	12.3	9	14.3	2	13.3	2	4.3	0	0.0	0	0.0	0	0.0	2	13.3
Recommendation of A Friend or Relative	56	9.0	30	7.8	6	10.5	4	6.3	2	13.3	6	13.0	4	23.5	2	13.3	0	0.0	2	13.3
Low Cost	94	15.2	51	13.2	6	10.5	15	23.8	2	13.3	11	23.9	3	17.6	2	13.3	2	40.0	2	13.3
Possibility of Obtaining Financial Assistance from ACC	41	6.6	29	7.5	2	3.6	4	6.3	1	6.7	2	4.3	0	0.0	1	6.7	1	20.0	1	6.7
Other	27	4.4	15	3.9	1	1.8	4	6.3	1	6.7	4	8.7	0	0.0	2	13.3	0	0.0	0	0.0
	N = 620		N = 387		N = 57		N = 63		N = 15		N = 46		N = 17		N = 15		N = 5		N = 15	

*These responses supplied by caller (question was triggered)

Location is the reason most often cited by survey respondents of all 9 localities as the factor in the continuation of their education at A.C.C. The second most frequently received response by 7 of the 9 locations was the low cost of Allegany Community College though its total share of 15.2% ranges far behind location's almost 42% of the total response.

QUESTION E: IF ACC CREDIT COURSES WERE OFFERED IN A CENTER CLOSER TO YOUR HOME (SUCH AS YOUR LOCAL HIGH SCHOOL) WOULD YOU TAKE AN ACC CREDIT COURSE?

RESPONSES	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	153	21.3	95	21.9	9	15.8	18	19.1	3	15.8	16	30.2	8	29.6	3	15.8	1	14.3	0	0.0
No	471	65.4	291	67.2	44	77.2	62	66.0	11	57.9	25	47.2	12	44.4	14	73.7	5	71.4	7	63.6
Not sure	96	13.3	47	10.9	4	7.0	14	14.9	5	26.3	12	22.6	7	25.9	2	10.5	1	14.3	4	36.4
	N = 720		N = 433		N = 57		N = 94		N = 19		N = 53		N = 27		N = 19		N = 7		N = 11	

Question E is one of the many items of the survey in which a breakdown of its responses by location is vital to its value as a data source in the College's decision making process concerning the establishment of extension centers throughout the county. With the data above (and this data is further broken down by sex in Appendix D), the College can receive a good indication of the demand for an extension center for its credit courses in particular areas of Allegany County.

Overall, 153 respondents answered "yes" to the question of their taking an ACC credit course if offered in a center closer to their home. This represents 21.3% of the total responses received. Broken down by location, it can be seen that of the 53 respondents from Lonaconing, 16 of them (or 30.2%) expressed definite interest in this concept with 12 respondents (or 22.6%) unsure. Lonaconing received the highest percentage of yes responses to this item. None of the 11 respondents from Ridgeley (W.Va.) indicated any interest.

It is interesting to note that 95 respondents from Cumberland answered in the affirmative to this item representing over 1/5 of the Cumberland responses. Another 11% (47 residents) of Cumberland's responses was not sure at the time.

QUESTION P: IN YOUR OPINION, WHICH OF THE FOLLOWING EDUCATIONAL PROGRAMS SHOULD BE EXPANDED IN THIS AREA?

RESPONSES*	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
College degree programs for students intending to transfer to another institution	172	26.8	109	28.8	22	40.7	12	14.3	8	44.4	11	22.4	4	13.8	4	21.1	0	0.0	2	20.0
Occupational/vocational programs	312	48.7	170	45.0	24	44.4	56	66.7	5	27.8	26	53.1	13	44.8	13	68.4	2	33.3	3	30.0
Adult education programs	93	14.5	57	15.1	4	7.4	9	10.7	4	22.2	8	16.3	5	17.2	1	5.3	2	33.3	3	30.0
Community services	51	8.0	34	9.0	2	3.7	6	7.1	0	0.0	4	8.2	7	24.1	0	0.0	2	33.3	2	20.0
No educational program should be expanded	13	2.0	8	2.1	2	3.7	1	1.2	1	5.6	0	0.0	0	0.0	1	5.3	0	0.0	0	0.0
	N = 641		N = 378		N = 54		N = 84		N = 18		N = 49		N = 29		N = 19		N = 6		N = 10	

*These responses supplied by the caller (question was triggered)

With one location as the exception (Flintstone) the response category that received the most frequent indication was occupational/vocational programs. Frostburg and Mt. Savage stressed this much more than the other seven locations with each giving this answer over 2/3 of their response. Flintstone's responses are unusual for their contrast with the responses from the other eight locations. Almost 45% of the Flintstone response expressed interest in the expansion of college degree programs for students intending to transfer to another institution with only 27.8% of this location's response indicating occupational/vocational programs. Also over 1/5 of Flintstone's answers expressed the opinion that adult education programs should be expanded in this area, which is considerably higher in terms of percentage response to this response category than most of the other locations.

It should be mentioned that Frostburg's low response to college degree programs (only 12 of the 84 respondents or 14.3% felt that this should be expanded in this area) is most probably due to the presence of Frostburg State College in this location. Only a very small number of the respondents at each location (2.0% overall) felt that no educational program should be expanded.

QUESTION Q: AT THE PRESENT TIME, WHAT ONE TYPE OF EDUCATION PROGRAM OR ACTIVITY WOULD BE OF GREATEST INTEREST TO YOU?

RESPONSES*	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Workshops or present. about subjects of spec. interest	119	19.4	72	19.9	11	21.6	18	22.2	5	27.8	5	11.1	5	20.8	2	11.8	0	0.0	1	11.1
Training programs to improve your everyday skills	121	19.8	71	19.6	6	11.8	20	24.7	6	33.3	7	15.6	4	16.7	3	17.6	1	20.0	3	33.3
Career Training	90	14.7	47	13.0	9	17.6	16	19.8	0	0.0	9	20.0	4	16.7	4	23.5	0	0.0	1	11.1
College degree credit courses	59	9.6	35	9.7	12	23.5	5	6.2	1	5.6	4	8.9	0	0.0	0	0.0	2	40.0	0	0.0
Occupational training to upgrade your job skills	223	36.4	137	37.8	13	25.5	22	27.2	6	33.3	20	44.4	11	45.8	8	47.1	2	40.0	4	44.4
	N = 612		N = 362		N = 51		N = 81		N = 18		N = 45		N = 24		N = 17		N = 5		N = 9	

*These responses supplied by caller (question was triggered)

With no exception, the one type of education program or activity that would be of greatest interest to the respondents from all locations was occupational training to upgrade your job skills (although in Flintstone and Oldtown, a second category shared this top percent).

Many of these 5 responses given to the respondent received varying degrees of interest when the data is seen above by this location breakdown. In Cumberland, for example, occupational training received almost 40% of the response, almost doubling the percentage response from the second most frequently indicated answer (workshops or presentation which received 1/5 of the response.)

Frostburg however, had three of the five stated responses in the 22.2% to 27.2% range indicating relatively the same interest in these three educational programs or activities by the respondents from Frostburg with none of the five "standing out" as in the Cumberland breakdown.

QUESTION D: IF YOU HAVE NEVER TAKEN ANY TYPE OF CREDIT COURSE THROUGH ACC, MAY WE ASK WHY NOT?

RESPONSES*	All Responses		Cumberland		LaVale		Frostburg		Flintstone		Lonaconing		Westernport		Mt. Savage		Oldtown		Ridgeley	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
No interest	221	39.4	113	34.3	14	43.8	41	51.9	9	56.3	20	43.5	9	37.5	6	40.0	2	28.5	7	53.8
No transportation	6	1.1	5	1.5	0	0.0	1	1.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Classes not appealing	10	1.8	6	1.8	0	0.0	1	1.3	0	0.0	2	4.3	1	4.2	0	0.0	0	0.0	0	0.0
Age	244	43.5	152	46.2	12	37.5	33	41.8	5	31.3	16	34.8	10	41.7	9	60.0	3	42.9	4	30.8
Could not afford it	16	2.9	12	3.6	0	0.0	1	1.3	0	0.0	3	6.5	0	0.0	0	0.0	0	0.0	0	0.0
Classes offered at inopportune time	61	10.9	41	12.5	6	18.8	2	2.5	2	12.5	4	8.7	2	8.3	0	0.0	2	28.5	2	15.4
Too far away	3	.5	0	0.0	0	0.0	0	0.0	0	0.0	1	2.2	2	8.3	0	0.0	0	0.0	0	0.0
	N = 561		N = 329		N = 32		N = 79		N = 16		N = 46		N = 24		N = 15		N = 7		N = 13	

*Multiple responses allowed

Question D produced some surprising results from those that were anticipated. Overall the largest single response received from the survey participants as to why they have never taken any type of credit course through A.C.C. was age, i.e., over 4 out of 10 of the respondents (43.5% in the total response) felt that they were too old to take any type of credit course through A.C.C. The breakdown of this total response by location proves interesting.

As the data above indicates, the two responses that received the large majority (over 80% of all responses to that location in almost every single case) were age and no interest. The degree to which one of these factors was predominant over the other varies according to location. At Cumberland, Westernport, Mt. Savage, and Oldtown, respondents indicated that age was the most important reason for their not taking any type of credit course through A.C.C. However, LaVale, Frostburg, Flintstone, Lonaconing, and Westernport gave the edge to the no interest response. (Note that most of the respondents by location incorrectly estimated the age of the A.C.C. student body in a later question. Hence, this reason of age might come from a wrong perception of the age of the A.C.C. student body.)

Although many of these 9 locations are located some distance from the College it is noteworthy to mention that only 9 of the 561 total respondents (or 1.6%) indicated the reasons of either no transportation or too far away.

APPENDIX A

Copy of Student Caller's Survey Instrument

COMMUNITY SURVEY (CALLER's words are placed in quotes)

A. (#1) "HAVE YOU EVER VISITED THE ACC CAMPUS?"

_____YES _____NO (go to question D)

B. "WHAT WAS THE REASON(S) FOR YOUR VISIT?" (Check as many reasons as applicable)

(#2) ___classes (credit, non-credit, community service)
(#3) ___college sponsored cultural events
(#4) ___member of a community organization using facilities
(#5) ___graduation (of a friend or relative)
(#6) ___tour
(#7) ___sporting event
(#8) ___other _____

C. → (THIS QUESTION IS ONLY FOR THOSE WHO ANSWERED "CLASSES" IN QUEST. B; ALL OTHERS PLEASE PROCEED TO QUESTION D) "WHAT DIVISIONS DID YOU ENROLL?"

(#9) ___credit (#10) ___adult education (#11) ___community services

↓ go to E

D. "IF YOU HAVE NEVER TAKEN ANY TYPE OF CREDIT COURSE THROUGH ACC, MAY WE ASK WHY NOT?" (Check as many reasons as applicable)

(#12) ___no interest
(#13) ___no transportation
(#14) ___classes not appealing
(#15) ___age
(#16) ___could not afford it
(#17) ___classes offered at inopportune time
(#18) ___too far away: APPROXIMATELY HOW MANY MILES DO YOU LIVE FROM ACC:
___less than 3 ___4-10 ___11-15 __over 15miles

E. (#19) "IF ACC CREDIT COURSES WERE OFFERED IN A CENTER CLOSER TO YOUR HOME (SUCH AS YOUR LOCAL HIGH SCHOOL), WOULD YOU TAKE AN ACC CREDIT COURSE?"

___YES ___NO ___Not sure

F. "WHAT LOCAL NEWSPAPER DO YOU READ?" (Check as many as applicable)

(#20) ___Cumberland News (morning paper)
(#21) ___Cumberland Evening News (evening paper)
(#22) ___Cumberland Sunday Times
(#23) ___People's Guardian
(#24) ___Allegany Shopper
(#25) ___Other _____
(#26) ___Don't Read a local newspaper

G. (#27) "WHAT LOCAL RADIO STATION DO YOU LISTEN TO MOST FREQUENTLY?" (Check one)

___WTBO ___WCMD(formerly WCUM) ___WCBC(formerly WUOK) ___WKGO __WFRB ___WPVM
___WKLP ____Don't listen to local radio (Skip next question: go to question I.)

H. "WHAT TIME OF DAY DO YOU LISTEN?" (Check as many as applicable)

(#28) ___6-9 a.m. (#29) ___9 -12Noon (#30) ___12 Noon-3p.m. (#31) ___3-6p.m.
(#32) ___after 6 p.m. (#33) ___all the time

53

I. (#35) "DO YOU WATCH CHANNEL 8 ? ___Yes ___No (Skip next question; go to K)

J. "WHAT SHOWS DO YOU WATCH ON CHANNEL 8 ? (Check as many as applicable)

(#36) ___News (#37) ___Sporting events (#38) ___Other ___"

INTRODUCE THE FOLLOWING SET OF QUESTIONS,

"For each of the following questions, I am going to give you four or more choices for an answer. Please select the one that you feel is correct or closest to being correct. Is that clear?"

K. (#39) "THE SEMESTER TUITION FOR AN ALLEGANY COUNTY RESIDENT ATTENDING ACC FULL-TIME IS:" (Check one)

___Free ___$150 ___$250 ___Over $250"

L. (#40) "THE CURRENT CREDIT ENROLLMENT OF ACC INCLUDING BOTH FULL-TIME AND PART-TIME STUDENTS IS APPROXIMATELY: (Check one)

___800 students ___1200 students ___1700 students ___ over 2000 students"

M. (#41) "THE PART OF THE ACC CREDIT STUDENT BODY THAT IS OVER 21 YEARS OF AGE IS APPROXIMATELY: (Check one)

___about 1/4 ___about 1/2 ___about 3/4"

N. (#42) "HOW DO YOU FEEL ACC IS SERVING THE COMMUNITY? (Check one)

___excellent ___very good ___good ___fair (O.K.) ___poor ___no opinion"

O. "HOW CAN ACC PROVIDE THE MOST USEFUL INFORMATION TO YOU?" (Check as many as applicable)

(#43) ___let me talk personally with a member of the college staff
(#44) ___present information about programs and activities through the media
(#45) ___present information about programs and activities through direct mail
(#46) ___Other"___

P. (#47) "IN YOUR OPINION, WHICH ONE OF THE FOLLOWING EDUCATIONAL PROGRAMS SHOULD BE EXPANDED IN THIS AREA?

___college degree programs for students intending to transfer to another institution
___occupational/vocational programs
___adult education programs
___community services
___no educational program should be expanded"

Q. (#48) "AT THE PRESENT TIME, WHAT ONE TYPE OF EDUCATION PROGRAM OR ACTIVITY WOULD BE OF GREATEST INTEREST TO YOU?

____Workshops or presentations about subjects of special interest
____Training programs to improve your everyday skills
____Career training
____College degree credit courses
____Occupational training to upgrade your job skills

R. (#49) "IF YOU WERE PLANNING TO CONTINUE YOUR EDUCATION WHICH OF THE FOLLOWING WOULD YOU RATE YOUR CHOICE OF SELECTION OF ACC?

____First choice
____Second choice
____Third choice
____Or no choice at all (Go to T)

S. "WHAT ARE THE MOST IMPORTANT REASONS THAT YOU WOULD CONTINUE YOUR EDUCATION AT ACC?" (Check as many as applicable)

(#50) ___Location
(#51) ___Academic reputation
(#52) ___Particular major offered
(#53) ___Recommendation of a friend or relative
(#54) ___Low cost
(#55) ___Possibility of obtaining financial assistance from ACC
(#56) ___Other "_____"

T. (#57) "WOULD YOU LIKE TO BE PLACED ON OUR MAILING LIST TO RESPOND TO FUTURE PUBLIC RELATIONS SURVEYS CONCERNING ACC?"

_____No ____Yes, Thank you. (Is the following information correct that I have?)

READ INFORMATION

_____
NAME

_____
STREET ADDRESS

_____
CITY STATE ZIP

(END YOUR CALL BY STATING)

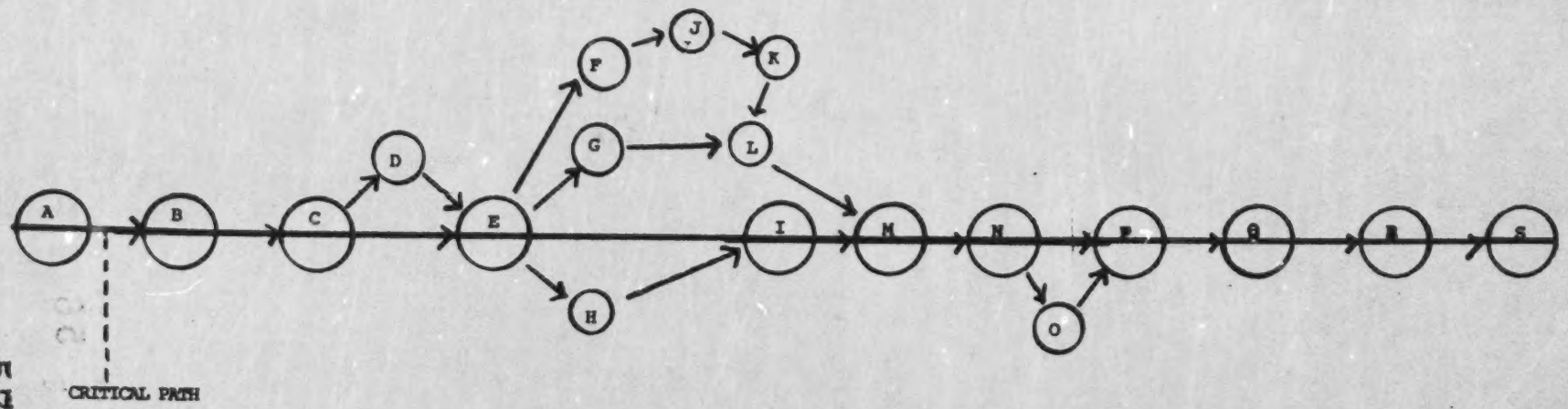
That completes our survey. Thank you very much.

APPENDIX B

Flow Chart of Survey Activities

FLOW CHART

ALLEGANY COMMUNITY COLLEGE COMMUNITY SURVEY



A. Perceived need for information expressed by Public Relations Office and College Administration.
B. Community Survey is planned; telephone interviewing is decided upon as procedure.
C. Survey Objectives Established
D. Feedback/reaction/approval of President's Council for Community Survey.
E. Survey Instrument designed
F. Student Callers obtained from Director of Career Planning
G. Rough draft of Survey Instrument drawn up
H. Correspondence with telephone company regarding sample population to be drawn
I. Sample Drawn
J. Telephone Caller Package passed out to all student callers
K. Student callers trained
L. Final draft of survey instrument drawn up and survey "computerized"
M. Survey Materials Printed
N. Survey performed
O. All data continuously keypunched by data processing center
P. Computer analysis of Raw Data-Printouts of 21 frequency distributions received
Q. Printouts analyzed and results drawn up
R. Initial draft of Community Survey drawn and reviewed
S. Final report drafted

APPENDIX C

Remarks Concerning the TELEPHONE CALLER PACKAGE used for A.C.C. Community Survey

The TELEPHONE CALLER PACKAGE utilized in the A.C.C. Community Survey was constructed by the Office of Institutional Research specifically for this purpose. It is not included in this report because of its length. The package was developed and modeled after PROJECT PULSE, a student opinion survey method that is employed at the University of Massachusetts under Ann C. Luciano and Larry G. Benedict.

APPENDIX D

RESULTS SECTION THREE

BREAKDOWN OF THE SURVEY RESULTS BY LOCATION AND SEX

QUESTION F: WHAT LOCAL NEWSPAPER(S) DO YOU READ?*

RESPONSES	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Cumberland News (morn. pap)	94	28.1	144	28.9	61	28.6	136	27.3	9	25.0	12	21.1	10	19.4	44	38.6	6	28.6	21	32.3	N/A #		5	13.5
Cumberland Evening Times	139	41.6	377	45.1	93	43.7	239	48.0	17	47.2	30	52.6	11	32.4	40	35.1	7	33.3	23	35.4	N/A		17	45.9
Cumberland Sunday Times	78	23.4	174	20.8	50	23.5	105	21.1	9	25.0	14	24.6	6	17.6	20	17.5	5	23.8	14	21.5	N/A		7	18.9
People's Guardian	3	.8	4	.5	0	0.0	2	.4	0	0.0	0	0.0	2	5.9	2	1.8	0	0.0	0	0.0	N/A		0	0.0
Allegany Shopper	2	.6	6	.7	2	.9	4	.8	0	0.0	0	0.0	0	0.0	2	1.8	0	0.0	0	0.0	N/A		0	0.0
Other	10	3.0	22	2.6	4	1.9	6	1.2	0	0.0	0	0.0	1	2.9	2	1.8	3	14.3	7	10.8	N/A		7	18.9
Don't read a local newspaper	8	2.4	16	1.9	3	1.4	6	1.2	1	2.8	1	1.8	4	11.8	4	3.5	0	0.0	0	0.0	N/A		1	2.7
	N = 334		N = 836		N = 213		N = 498		N = 36		N = 57		N = 34		N = 114		N = 21		N = 65		N/A		N = 37	

*Multiple responses allowed

N/A (Not Applicable) indicates fewer than 5 responses received to this question

29

QUESTION G: WHAT LOCAL RADIO STATION DO YOU LISTEN TO MOST FREQUENTLY?

RESPONSES	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
WTBO	64	30.2	144	28.9	61	37.4	112	38.6	8	38.1	7	20.0	7	36.8	11	14.7	0	0.0	6	16.7	N/A#		0	0.0
WCMD (Formerly WCUM)	25	13.2	81	16.2	20	16.3	53	18.3	2	9.5	9	25.7	0	0.0	15	20.0	0	0.0	2	5.6	N/A		0	0.0
WCBC (Formerly WUOK)	20	10.6	35	7.0	15	12.2	19	6.6	3	14.3	3	8.6	1	5.3	5	6.7	1	10.0	4	11.1	N/A		1	4.8
WKGO	0	0.0	10	2.0	0	0.0	4	1.4	0	0.0	1	2.9	0	0.0	2	2.7	0	0.0	1	2.8	N/A		2	9.5
WFRB	29	15.3	85	17.0	11	8.9	26	9.0	2	9.5	4	11.4	9	47.4	27	36.0	4	40.0	8	22.2	N/A		4	19.0
WPVM	3	1.6	0	0.0	1	.8	0	0.0	0	0.0	0	0.0	1	5.3	0	0.0	0	0.0	0	0.0	N/A		0	0.0
WKLP	5	2.6	14	2.8	1	.8	0	0.0	1	4.8	1	2.9	0	0.0	1	1.3	2	20.0	3	8.3	N/A		8	38.1
Don't listen to local radio	43	22.8	130	26.1	29	23.6	76	26.2	5	23.8	10	28.6	1	5.3	14	18.7	3	30.0	12	33.3	N/A		6	28.6
	N = 189		N = 499		N = 123		N = 290		N = 21		N = 35		N = 19		N = 75		N = 10		N = 36		N/A		N = 21	

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION H: WHAT TIME OF DAY DO YOU LISTEN?

RESPONSES	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
6 - 9 a.m.	52	27.2	141	28.7	32	26.7	79	29.8	8	34.8	10	33.3	6	33.3	21	29.6	3	20.0	9	21.4	N/A#		7	41.2
9 a.m. - 12 Noon	18	9.4	89	18.1	10	8.3	52	18.5	1	4.3	6	20.0	1	5.6	12	16.9	4	26.7	6	14.3	N/A		2	11.8
12 Noon - 3 p.m.	16	8.4	40	8.1	10	8.3	24	8.5	0	0.0	0	0.0	2	11.1	6	8.5	3	20.0	4	9.5	N/A		1	5.9
3 - 6 p.m.	18	9.4	37	7.5	11	9.2	21	7.5	5	21.7	5	16.7	1	5.6	3	4.2	1	6.7	3	7.1	N/A		0	0.0
After 6 p.m.	40	20.9	67	13.6	30	25.0	32	11.4	5	21.7	2	6.7	3	16.7	14	19.7	0	0.0	11	26.2	N/A		2	11.8
All the time	47	24.6	117	23.8	27	22.5	73	26.0	4	17.4	7	23.3	5	27.8	5	21.1	4	26.7	9	21.4	N/A		5	29.4
	N = 191		N = 491		N = 120		N = 281		N = 23		N = 30		N = 18		N = 71		N = 15		N = 42		N/A		N = 17	

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION I: DO YOU WATCH CHANNEL 8?

RESPONSES	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	128	64.6	367	69.0	83	64.3	236	76.1	15	68.2	30	81.1	11	61.1	42	54.5	9	75.0	25	59.5	N/A #		16	76.2
No	70	35.4	165	31.0	46	35.7	137	47.6	7	31.8	7	18.9	7	38.9	35	45.5	3	25.0	17	40.5	N/A		5	23.8
	N = 198		N = 532		N = 129		N = 310		N = 22		N = 37		N = 18		N = 77		N = 12		N = 42		N/A		N = 21	

64

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION J: WHAT SHOWS DO YOU WATCH ON CHANNEL 8?

RESPONSES	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
News	21	14.7	95	21.6	19	19.8	67	23.3	1	6.3	8	21.1	0	0.0	8	17.0	0	0.0	6	22.2	N/A#		3	14.3
Sporting Events	69	48.3	130	29.6	44	45.8	84	29.2	8	50.0	10	26.3	8	72.7	16	34.0	4	44.4	10	37.0	N/A		8	38.1
Other	53	37.1	214	48.7	33	34.4	137	47.6	7	43.8	20	52.6	3	27.3	23	48.9	5	55.6	11	40.7	N/A		10	47.6
	N = 143		N = 439		N = 96		N = 288		N = 16		N = 38		N = 11		N = 47		N = 9		N = 27		N/A		N = 21	

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION O: HOW CAN ACC PROVIDE THE MOST USEFUL INFORMATION TO YOU?*

RESPONSES*†	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Let me talk personally with a member of college staff	46	23.8	115	21.9	27	22.3	64	21.5	7	28.0	4	8.5	3	15.8	16	21.6	5	45.5	11	26.2	N/A#		7	30.4
Present info. about prog. and activities through the media	82	42.5	176	33.6	50	41.3	102	34.3	11	44.0	19	40.4	8	42.1	26	35.1	5	45.5	6	14.3	N/A		6	26.1
Present info. about prog. and activities through direct mail	54	28.0	203	38.7	39	32.2	115	38.7	6	24.0	17	36.2	5	26.3	26	35.1	0	0.0	21	50.0	N/A		9	39.1
Other	11	5.7	30	5.7	5	4.1	16	5.4	1	4.0	1	15.0	3	15.8	6	8.1	1	9.0	4	9.5	N/A		1	4.3
	N = 193		N = 524		N = 121		N = 297		N = 25		N = 47		N = 19		N = 74		N = 11		N = 42		N/A		N = 23	

*Multiple responses allowed

**These responses supplied by caller (question was triggered)

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION K: THE SEMESTER TUITION FOR AN ALLEGANY COUNTY RESIDENT ATTENDING ACC FULL-TIME IS:

RESPONSES*	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Free	4	2.3	12	2.6	2	1.8	7	2.5	2	9.5	0	0.0	0	0.0	2	3.2	0	0.0	1	2.4	N/A#		0	0.0
$150	83	47.4	199	42.4	55	48.7	123	44.6	11	52.4	8	24.2	6	40.0	25	40.3	4	36.4	17	41.5	N/A		9	45.0
$250	56	32.0	149	31.9	33	29.2	85	30.8	5	23.8	14	42.4	6	40.0	20	32.3	5	45.5	14	34.1	N/A		5	25.0
Over $250	32	18.3	109	23.2	23	20.4	61	22.1	3	14.3	11	33.3	3	20.0	15	24.2	2	18.2	9	22.0	N/A		6	30.0
	N = 175		N = 469		N = 113		N = 276		N = 21		N = 33		N = 15		N = 62		N = 11		N = 41		N/A		N = 20	

*These responses supplied by caller (question was triggered)

The correct answer to this question is $150.

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION L: THE CURRENT CREDIT ENROLLMENT OF ACC INCLUDING BOTH FULL-TIME AND PART-TIME IS APPROXIMATELY:*

RESPONSES**	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
800 Students	30	17.4	65	14.0	17	15.6	38	14.0	4	19.0	4	12.5	4	26.7	6	9.8	3	25.0	6	14.6	N/A#		4	20.0
1200 Students	66	38.4	153	32.9	43	39.4	78	28.7	5	23.8	13	40.6	5	33.3	24	39.3	3	25.0	17	41.5	N/A		6	30.0
1700 Students	41	23.8	161	34.6	25	22.9	97	35.7	7	33.3	9	28.1	4	26.7	22	36.1	3	25.0	13	31.7	N/A		7	35.0
Over 2000 Students	35	20.3	86	18.5	24	22.0	59	21.7	5	23.8	6	18.8	2	13.3	9	14.8	3	25.0	5	12.2	N/A		3	15.0
	N = 172		N = 465		N = 109		N = 272		N = 21		N = 32		N = 15		N = 61		N = 12		N = 41		N/A		N = 20	

*(THE CORRECT ANSWER TO THIS QUESTION IS 1700 STUDENTS)

**These responses supplied by caller (question was triggered)

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION M: THE PART OF THE ACC CREDIT STUDENT BODY THAT IS OVER 21 YEARS OF AGE IS APPROXIMATELY:*

RESPONSES*	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
About 1/4	70	39.8	155	32.4	44	38.9	88	31.5	12	57.1	14	42.4	6	40.0	21	32.8	3	25.0	12	29.3	N/A#		10	47.6
About 1/2	81	46.0	240	50.2	56	49.6	139	49.8	7	33.3	14	42.4	6	40.0	33	51.6	5	41.7	23	56.1	N/A		7	33.3
About 3/4	25	14.2	83	17.4	13	11.5	52	18.6	2	9.5	5	15.2	3	20.0	10	15.6	4	33.3	6	14.6	N/A		4	19.0
	N = 176		N = 478		N = 113		N = 279		N = 21		N = 33		N = 15		N = 64		N = 12		N = 41		N/A		N = 21	

*These responses supplied by caller (question was triggered)

*(THE CORRECT ANSWER TO THIS QUESTION IS "about 1/4")

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION A: HAVE YOU EVER VISITED THE ACC CAMPUS?

RESPONSES	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	145	72.5	274	50.6	99	76.7	172	55.0	21	95.5	26	70.3	11	57.9	35	44.9	7	58.3	17	37.8	N/A#		4	17.4
No	55	27.5	267	49.4	30	23.3	141	45.0	1	4.5	11	29.7	8	42.1	43	55.1	5	41.7	28	62.2	N/A		19	82.6
	N = 200		N = 541		N = 129		N = 313		N = 22		N = 37		N = 19		N = 78		N = 12		N = 45		N/A		N = 23	

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION B: WHAT WAS THE REASON(S) FOR YOUR VISIT?

RESPONSES	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Classes (credit, Non-credit, com. serv.)	37	21.3	63	18.0	26	22.6	43	18.6	8	24.2	5	16.7	1	10.0	7	15.9	1	16.7	3	16.7	N/A#		2	50.0
College sponsored cultural events	14	8.0	48	13.7	6	5.2	34	14.7	5	15.2	3	10.0	1	10.0	6	13.6	0	0.0	3	16.7	N/A		0	0.0
Member of a comm. org. using facilities	18	10.3	57	16.3	12	10.4	29	12.6	5	15.2	8	26.7	0	0.0	10	22.7	0	0.0	3	16.7	N/A		1	25.0
Graduation (of a friend or relative)	12	6.9	23	6.6	9	7.8	16	6.9	1	3.0	3	10.0	1	10.0	3	6.8	1	16.7	1	5.6	N/A		0	0.0
Tour	21	12.1	41	11.7	13	11.3	26	11.3	4	12.1	3	10.0	2	20.0	5	11.4	0	0.0	2	11.1	N/A		1	25.0
Sporting event	34	19.5	51	14.6	22	19.1	35	15.2	5	15.2	3	10.0	0	0.0	5	11.4	3	50.0	4	22.2	N/A		0	0.0
Other	38	21.8	67	19.1	27	23.5	48	20.8	5	15.2	5	16.7	5	50.0	8	18.2	1	16.7	2	11.1	N/A		0	0.0
	N = 174		N = 350		N = 115		N = 231		N = 33		N = 30		N = 10		N = 44		N = 6		N = 18		N/A		N = 4	

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION A4: HOW DO YOU FEEL ACC IS SERVING THE COMMUNITY?

RESPONSES*	TOTAL						CUMBERLAND						LAVALE					
	Male			Female			Male			Female			Male			Female		
	N	%	%**	N	%	%**	N	%	%**	N	%	%**	N	%	%**	N	%	%**
Excellent	65	34.4	37.8	183	35.7	38.9	41	33.6	36.9	115	38.9	40.6	14	63.6	66.7	14	37.8	42.4
Very Good	73	38.6	42.4	198	38.6	42.0	47	38.5	42.3	114	38.5	40.3	6	27.3	28.6	9	24.3	27.3
Good	28	14.8	16.3	75	14.6	15.9	20	16.4	18.0	46	15.5	16.3	0	0.0	0.0	7	18.9	21.2
Fair (O.K.)	6	3.2	3.5	15	2.9	3.2	3	2.5	2.7	8	2.7	2.8	1	4.5	4.8	3	8.1	9.1
Poor	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0
No Opinion	17	9.0	—	42	8.2	—	11	0.0	—	13	4.4	—	1	4.5	—	4	10.8	—
	N = 189			N = 513			N = 122			N = 296			N = 22			N = 37		

* These responses supplied by caller (question was triggered)

** These percentages computed only with opinionated responses (percentages are adjusted to remove the "no opinion" responses).

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QUESTION N: HOW DO YOU FEEL ACC IS SERVING THE COMMUNITY? (continued)

FROSTBURG						LONACONING						WESTERNPORT					
Male			Female			Male			Female			Male			Female		
N	%	%**	N	%	%**	N	%	%**	N	%	%**	N	%	%**	N	%	%**
6	29.4	35.7	24	32.9	38.7	3	25.0	27.3	6	14.3	15.4				8	36.4	42.1
4	23.5	28.6	26	35.6	41.9	5	41.7	45.5	25	59.5	64.1	NOT APPLICABLE			9	40.9	47.4
8	17.6	21.4	9	12.3	14.5	3	25.0	27.3	7	16.7	17.9				2	9.1	10.5
2	11.8	14.3	3	4.1	4.8	0	0.0	0.0	1	2.4	2.6				0	0.0	0.0
0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0				0	0.0	0.0
3	17.6	—	11	15.1	—	1	8.3	—	3	7.1	—				3	13.6	—
N = 17			N = 73			N = 12			N = 42			N = 4			N = 22		

QUESTION S: WHAT ARE THE MOST IMPORTANT REASONS THAT YOU WOULD CONTINUE YOUR EDUCATION AT ACC?

RESPONSES*	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Location	76	41.8	184	42.0	50	44.2	125	45.6	13	56.5	13	38.2	3	21.4	15	30.6	2	22.2	12	32.4	N/A#		6	46.2
Academic Reputation	21	11.5	63	14.4	12	10.6	39	14.2	4	17.4	5	14.7	3	21.4	6	12.2	1	11.1	6	16.2	N/A		2	15.4
Particular Major Offered	18	9.9	40	9.1	13	11.5	23	8.4	1	4.3	6	17.6	1	7.1	8	16.3	0	0.0	2	5.4	N/A		0	0.0
Recommendation of A friend or Relative	17	9.3	39	8.9	7	6.2	23	8.4	2	8.7	4	11.8	1	7.1	3	6.1	1	11.1	5	13.5	N/A		2	15.4
Low Cost	33	18.1	61	13.9	20	17.7	31	11.3	3	13.0	3	8.8	5	35.7	10	20.4	2	22.2	9	24.3	N/A		3	23.1
Possibility of Obtaining Financial Assistance from ACC	9	4.9	32	7.3	7	6.2	22	8.0	0	0.0	2	5.9	1	7.1	3	6.1	0	0.0	2	5.4	N/A		0	0.0
Other	8	4.4	19	4.3	4	3.5	11	4.0	0	0.0	1	2.9	0	0.0	4	8.2	3	33.3	1	2.7	N/A		0	0.0
	N = 182		N = 438		N = 113		N = 274		N = 23		N = 34		N = 14		N = 49		N = 9		N = 37		N/A		N = 13	

* These responses supplied by caller (question was triggered)

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION E: IF ACC CREDIT COURSES WERE OFFERED IN A CENTER CLOSER TO YOUR HOME (SUCH AS YOUR LOCAL HIGH SCHOOL) WOULD YOU TAKE AN ACC CREDIT COURSE?

RESPONSES	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	41	21.1	112	21.3	28	22.4	67	21.8	3	13.6	6	17.1	3	15.8	15	20.0	4	36.4	12	28.6	N/A#		7	30.4
No	128	66.0	343	65.2	82	65.6	209	67.9	18	81.8	26	74.3	14	73.7	48	64.0	5	45.5	20	47.6	N/A		10	43.5
Not sure	25	12.9	71	13.5	15	12.0	32	10.4	1	4.5	3	8.6	2	10.5	12	16.0	2	18.2	10	23.8	N/A		6	26.1
	N = 194		N = 526		N = 125		N = 308		N = 22		N = 35		N = 19		N = 75		N = 11		N = 42		N/A		N = 23	

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION P: IN YOUR OPINION, WHICH OF THE FOLLOWING EDUCATIONAL PROGRAMS SHOULD BE EXPANDED IN THIS AREA?

RESPONSES*	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
College degree prog. for stud. intending to transfer to another institution	54	30.7	118	25.4	32	28.8	77	28.8	11	52.4	11	33.3	3	17.6	9	13.4	3	27.3	8	21.1	N/A #		4	20.0
Occupational/ Vocational prog.	87	49.4	225	48.4	55	49.5	115	43.1	9	42.9	15	45.5	11	64.7	45	67.2	4	36.4	22	57.9	N/A		10	50.0
Adult ed. prog.	19	10.8	74	15.9	13	11.7	44	16.5	0	0.0	4	12.1	1	5.9	8	11.9	2	18.2	6	15.8	N/A		5	25.0
Community Services	13	7.4	38	8.2	10	9.0	24	9.0	0	0.0	2	6.1	1	5.9	5	7.5	2	18.2	2	5.3	N/A		1	5.0
No educational prog. should be expanded	3	1.7	10	2.2	1	.9	7	2.6	1	4.8	1	3.0	1	5.9	0	0.0	0	0.0	0	0.0	N/A		0	0.0
	N = 176		N = 465		N = 111		N = 267		N = 21		N = 33		N = 17		N = 67		N = 11		N = 38		N/A		N = 20	

*These responses supplied by the caller (question was triggered)

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION Q: AT THE PRESENT TIME, WHAT ONE TYPE OF EDUCATION PROGRAM OR ACTIVITY WOULD BE OF GREATEST INTEREST TO YOU?

RESPONSES*	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Workshops or present. about subjects of spec. interest	34	20.4	85	19.1	24	22.4	48	18.8	4	19.0	7	23.3	3	18.8	15	23.1	0	0.0	5	14.3	N/A#		4	18.2
Training prog. to improve your every-day skills	25	15.0	96	21.6	14	13.1	57	22.4	2	9.5	4	13.3	4	25.0	16	24.6	2	20.0	5	14.3	N/A		4	18.2
Career Training	19	11.4	71	16.0	15	14.0	32	12.5	2	9.5	7	23.3	1	6.3	15	23.1	1	10.0	8	22.9	N/A		4	18.2
College deg. cred. courses	19	11.4	40	9.0	10	9.3	25	9.8	6	28.6	6	20.0	1	6.3	4	6.2	2	20.0	2	5.7	N/A		0	0.0
Occupational train. to upgrade your job skills	70	41.9	153	34.4	44	41.1	93	36.5	7	33.3	6	20.0	7	43.8	15	23.1	5	50.0	15	42.9	N/A		10	45.5
	N = 167		N = 445		N = 107		N = 255		N = 21		N = 30		N = 16		N = 65		N = 10		N = 35		N/A		N = 22	

*These responses supplied by caller (question was triggered)

N/A (Not Applicable) indicates fewer than 5 responses received to this question

QUESTION D: IF YOU HAVE NEVER TAKEN ANY TYPE OF CREDIT COURSE THROUGH ACC, MAY WE ASK WHY NOT?

RESPONSES*	Total				Cumberland				LaVale				Frostburg				Lonaconing				Westernport			
	Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
No Interest	51	39.4	170	39.7	30	34.5	83	34.3	4	40.0	10	45.5	7	53.8	34	51.5	5	62.5	15	39.5	N/A#		9	45.0
No transportation	0	0.0	6	1.4	0	0.0	5	2.1	0	0.0	0	0.0	0	0.0	1	1.5	0	0.0	0	0.0	N/A		0	0.0
Classes not appealing	3	2.3	7	1.6	2	2.3	4	1.7	0	0.0	0	0.0	1	7.7	0	0.0	0	0.0	2	5.3	N/A		1	5.0
Age	64	48.1	180	42.1	46	52.9	106	43.8	4	40.0	8	36.4	4	30.8	29	43.9	2	25.0	14	36.8	N/A		6	30.0
Could not afford it	3	2.3	13	3.0	2	2.3	10	4.1	0	0.0	0	0.0	0	0.0	1	1.5	1	12.5	2	5.3	N/A		0	0.0
Classes offered at inopportune time	12	9.0	49	11.4	7	8.0	34	14.0	2	20.0	4	18.2	1	7.7	1	1.5	0	0.0	4	10.5	N/A		2	10.0
Too far away	0	0.0	3	.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	2.6	N/A		2	10.0
	N = 133		N = 428		N = 87		N = 242		N = 10		N = 22		N = 13		N = 66		N = 8		N = 38		N/A		N = 20	

*Multiple responses allowed

N/A (Not Applicable) indicates fewer than 5 responses received to this question

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